Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

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CLOSED CIRCUIT®

Loevinger to leave?

FCC Commissioner Lee Loevinger has confided to friends that he is thinking seriously of resigning from FCC to return to private law practice. Now 52, Judge Loevinger feels that in deference to his family he can't afford to remain until expiration of his term in 1968. Former assistant U. S. attorney general in charge of antitrust division, he has been mentioned for federal judgeship—possibly on U. S. Court of Appeals for District of Columbia—and it's believed he would accept lifetime appointment to bench.

Since his FCC appointment June 11, 1963, Mr. Loevinger has been FCC's most voluble and often abrasive member. Former judge (Minnesota State Supreme Court) he ofttimes lectures younger colleagues and staff on administrative law. He consistently has advocated minimum of government interference with programing and business practices.

Congress stepping in?

Though legislators shy away from defending monopolies—even beneficent ones—there are signs tradition will give way on Capitol Hill to what some regard as practicalities of FCC's planned investigation into AT&T rate structure. Since FCC popped its project last October, AT&T stock has been adversely affected in spite of increased dividends. Because of AT&T's huge size, concern is felt over inquiry's effect on overall economy.

Second-guessers now venture that FCC common-carrier staff, in cahoots with at least one commissioner (they mention Ken Cox) quietly concocted its inquiry plan and timed it in manner designed to thwart any negative votes (6-0, with commission dean, Rosel Hyde, out of country). They now feel FCC staff actually trumped its own first trick since it could have used statistics produced by its study to negotiate rate reductions down the line, obviating expensive (to taxpayers as well as to AT&T) hearings which might run for years.

Living baseball

Negotiations for color coverage of baseball games next season are being conducted by Lew-Ron Ltd., Baltimore TV production company, with Baltimore Orioles, Washington Senators, New York Yankees and California Angels. Lew-Ron president, Ronald L. Spangler, hopes to provide local home coverage of Orioles and Senators games and would transmit Yankees contests in these cities back to New York. Preliminary discussions with Angels call for Lew-Ron to provide color coverage of some games in Eastern part of country. Company says it has promise of April delivery from RCA of mobile unit and four color camera chains. Orioles are carried on WJZ-TV Baltimore, Senators on WTOP-TV Washington, Yankees on WPIX(TV) New York, and Angels on KTLA(TV) Los Angeles.

Tubes from Germany

Telefunken, German electronics company, plans production of color tubes to compete in United States market. Company's Ulm facilities have set up lab models as step toward mass production. Action stems from color-tube shortage in this country, together with favorable tariff rates on color. Recent government rates on color tube imports were leveled to 12% for two-year period, while black-and-white tariffs rose from 12 to 30%.

Close to the line

FCC last week decided to duck what it thought could become sticky question of censorship involved in license renewal of KTTV(TV) Los Angeles. FCC had received complaints about language and types of guests on station's Joe Pyne show. KTTV reportedly promised commission to keep close eye on Mr. Pyne and pre-tape his program. After assurance had been received, commission tentatively decided last week to renew license.

FCC staff reportedly urged further investigation of KTTV, but some commissioners were said to have objected that they were being asked to rule on question of taste in Pyne program. That, they said, would take them too close to censor's role. FCC was troubled by one complaint that Mr. Pyne allegedly waved pistol on his program during Watts riots last August.

Test case

National Association of Broadcasters is giving serious consideration to joining the Rev. John M. Norris in challenging FCC's fairness doctrine. Mr. Norris, 80% owner of WGCB-AM-FM Red Lion, Pa., is claiming 15-year-old fairness doctrine is unconstitutional. NAB contends same thing and may seek to enter case as intervenor before federal court.

Newspapers in Pennsylvania may face fairness problem of their own. Proposal will be made for Pennsylvania state law imposing same sort of fairness doctrine on print media that federal government imposes on broadcasters. It's all being started by mayor of Chester, Pa., who claims local paper has used him unfairly and who has asked Ernest Tannen, new owner of WEEZ Chester, to brief him on broadcast fairness law. Mayor's plan is to get Pennsylvania legislature to pass same sort of thing for papers.

Seat open

Now that Ed Allen has announced his retirement from FCC after 14 years as chief engineer (see page 75), there's special interest in his successor since commission will be in thick of major changes in communications arts—principally satellite communications, both transoceanic and domestic.

In line of succession to Mr. Allen's post are five members of his staff: Ralph J. Renton (deputy chief), William H. Watkins (frequency allocation and treaties), Edward W. Chapin (laboratory), Julian T. Dixon (technical) and Arnold G. Skrivseth (research). And there's one other possibility—Curtis B. Plummer, since 1962 executive director of FCC, who once held chief engineer's job (1950-51), and also has been chief of Broadcast Bureau (1951-55) and chief of Safety and Special Services Bureau (1955-62).

Transmitters from Britain

Side tour that delegates to next spring's National Association of Broadcasters' convention in Chicago will be invited to take will lead to display of British Marconi solid-state equipment operating in Chicago's new UHF station, WFLD(TV), which is to go on air Jan. 4. In action will be array of sophisticated hardware—including parallel transmitters—that Marconi hopes will open U. S. eyes. Though Marconi cameras and studio gear have been shown at earlier NAB conventions, its transmitters have made no penetration—until WFLD came along. Installation there is nearing completion.

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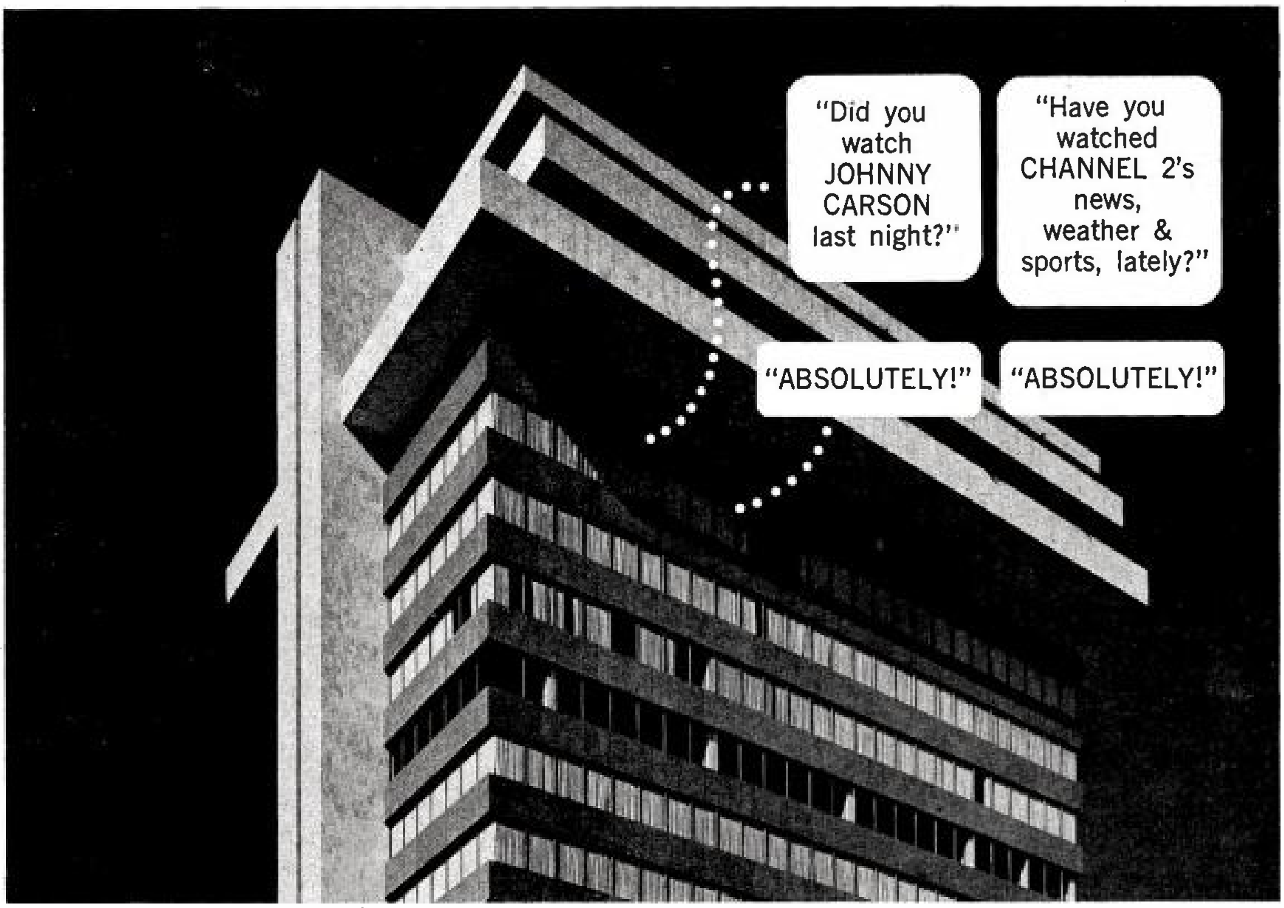

Pictured above, one of Tulsa's many new office buildings.

In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's **only** complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.

KVOO 2 TV
TULSA, OKLAHOMA

NBC

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

WEEK IN BRIEF

Proposed merger of ABC and ITT could produce combine with annual sales of $2 billion. Nothing is definite but insiders don't see any major hitches. Merger could be more serious for CBS than NBC. See . . .

BIGGEST BANKROLL? . . . 27

AMST and NCTA hurl more charges in reply comments on CATV regulation. AMST asks more hardline restrictions to protect poorer stations and Sixth Report. NCTA says broadcasters get lush profits. See . . .

HARD LINE . . . 50

Gotham finally goes CATV route. New York gives two-year franchises to Teleprompter, Sterling Information and CATV Enterprises. Firms' profits limited to 7%. New York Telephone left in cold. See . . .

NYC MAKES CATV GRANTS . . . 47

Spot TV took in $248.3 million in third quarter, according to TVB figures. Increase is 3.7% from $223.5 million in 1964 period. Firestone Tire and International Minerals make first showing in top 100. See . . .

SPOT TV UP . . . 30

Dogged effort by FCC Chairman Henry to lay down some kind of law on commercial time standards appears to be making definite headway. He looks to NAB code standards as guidelines. See . . .

CAMPAIGN TO CUT BACK . . . 40

ABC-TV's Moore indicates that network's 'new season' next month may be forerunner of new concept. Says ABC will continue major fall changes, but looks for 'constantly changing season.' See . . .

NEW SEASON . . . 60

Political prestige continues to be on line as nations look into color system standards. Great Britain favoring German PAL system. U.S.'s NTSC makes strong showing in Argentina. See . . .

BRITAIN LEANS . . . 70

RAB board creates FM arm to accelerate growth of medium. David offers association's aid to NAFMB members. Board urges government officials to push for transistor radios in every home. See . . .

SIGHTS ON FM . . . 39

Three-man committee proposes creation of North American Broadcasting Union; communications committee recommends Voice of Peace agency to work under U.N. Both suggestions come at White House meeting. See . . .

MAKES PROPOSAL . . . 71

CBS and NBC say FCC's proposal that they make 'good faith showing' to put network shows on independent stations when affiliates turn them down isn't necessary. Say they already follow such policy. See . . .

OPPOSITION TO RULE . . . 61

DEPARTMENTS

AMERICAN BUSINESS PRESS, INC.

PAID CIRCULATION COUNCIL, INC. PCC

AUDITED PAID CIRCULATION ABC

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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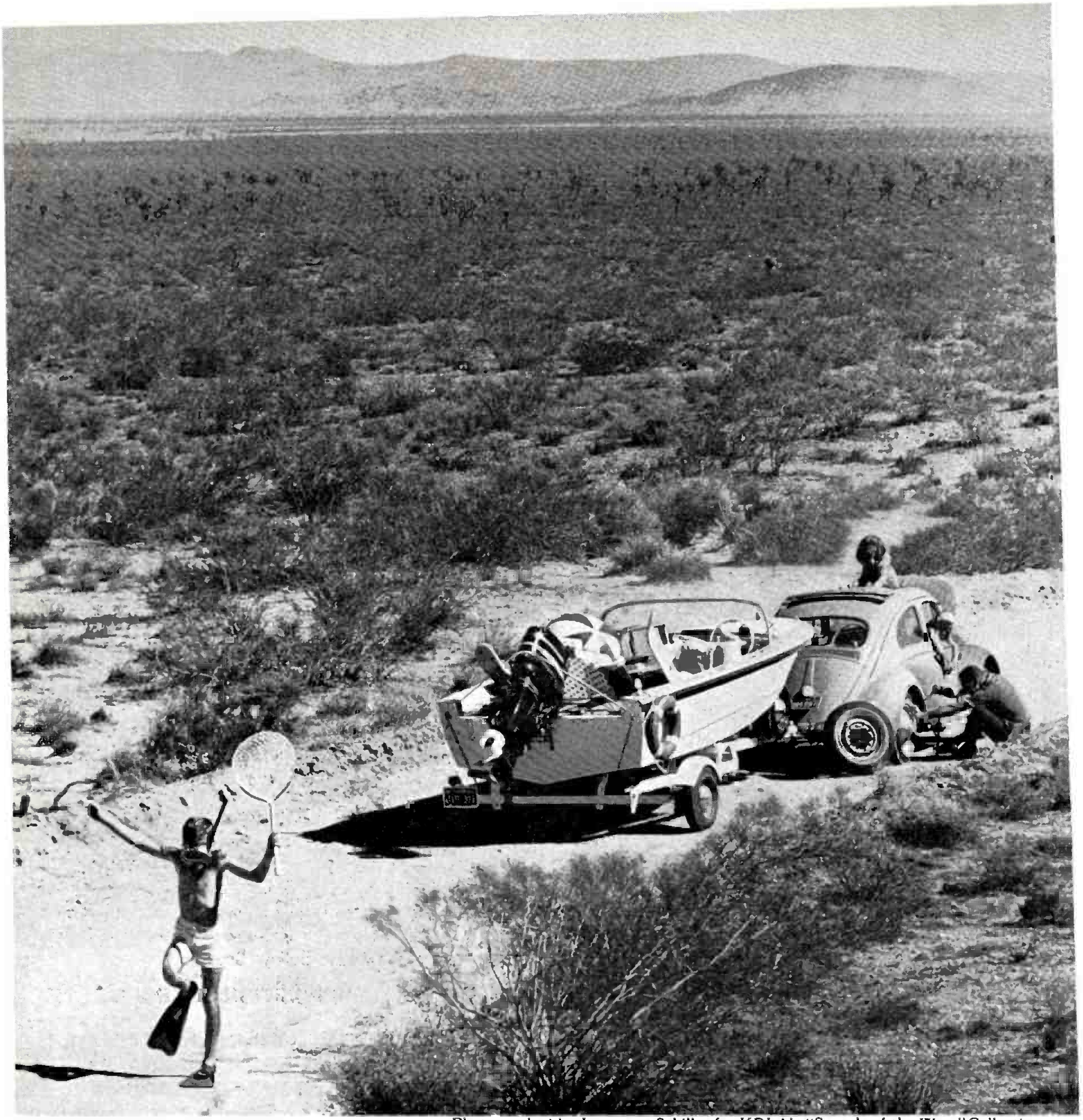


Photographed by Lawrence Schiller for KRLA's "Sounds of the West" Collection.

Have You Noticed the New Explorers in the West Today

Here

The Southern California family,
going through desert
to find the sea
or a private mountain.
"Togetherness or Bust!"

and Hear

KRLA,
the sort of sound
that makes you want to
hitch your wagon to a star
and make the only dust cloud on
the horizon.

KRLA/Los Angeles' most-listened-to radio station.
Sold Nationally by H-R Representatives, Inc.

Heavy radio spot use begins Jan. 3 by P&G

Procter & Gamble through Leo Burnett Co., Chicago, plans major radio spot campaign aimed at teenage audience in about 60 top markets to begin Jan. 3 and to feature rotating minute commercials for half-dozen products. Only one station per market will be used. Most buys will be for eight weeks but several four-week purchases are to be made.

P&G's plan to return to radio has been known for some time and follows similar moves back to some use of radio by other soap giants (BROADCASTING, Nov. 15).

Although P&G buy concerns only teenage market at this time, industry sources are hopeful that if drive pays off it could mean more radio money from P&G for adult audiences too. Insiders disclosed P&G still is not "sold" on idea radio can do complete job desired for most products but realizes TV is not reaching teens who are substantial buyers of many brands involved.

New P&G buy calls for across-board schedules of nine quarter-hours weekly to expose total of 27 minute spots Monday through Sunday. Rock-and-roll music and popular disk jockey personalities are inherent ingredients, with buys being determined on basis of pulse figures showing top rated teenage audience stations. Products involved are understood to include Prell, Secret, Lilt, Hidden Magic, Gleam and Head & Shoulders. Several agencies handle these products but since buy is corporate it is being placed by Burnett.

RCA dividends are upped on record sales and net

RCA board of directors Friday increased company's regular quarterly cash dividend on common stock from 15 cents to 20 cents per share. Brigadier General David Sarnoff, board chairman, said action reflected RCA's record sales and earnings performance in 1965 and "our confidence that the company's current earnings momentum will carry it to even higher records in the years ahead."

Third quarter this year was 18th consecutive quarter with profits higher than in corresponding period of previous year. Since 1961, cash dividends on RCA common shares have more than doubled.

Increased dividend is payable Jan. 24, 1966, to common stockholders of record Dec. 17. Board also voted 87.5 cents per share dividend on RCA cumulative first preferred stock for period Jan. 1 to March 31, 1966, payable April 1 to holders of record March 14, 1966.

Three AM's lone link in Southwest power loss

KHEY and KROD both El Paso, and KALG Alamogordo, N. M., appeared to be only stations on air with emergency power during Southwest power blackout last Thursday (Dec. 2).

Darkened area of 75,000 square miles in Texas, New Mexico and Mexico is relatively sparsely populated, except for El Paso-Ciudad Juarez, Mexico, area which has population of about 700,000. Some one million people were affected in whole area.

KHEY went on air within minutes after power went off at 7:58 p.m. KROD went on emergency power about 20 minutes later and both stayed on until regular power was restored about 9:15 p.m.

KALG went on air about 9 p.m., using borrowed emergency generator. Power in that area was not restored until 10:10 p.m.

AT&T to use 'Club'

American Telephone & Telegraph Co., New York, has signed for 13-week commercial-less—well, almost—campaign on ABC Radio's *Breakfast Club* on Mondays, Wednesdays and Fridays, starting Jan. 17.

Instead of regular commercials, studio audience will be asked to suggest reasons for making long-distance calls. One daily winner will be permitted to call anyone in U. S. at AT&T's expense, and host Don McNeill will read three reasons given by runners-up. AT&T will be allowed quick tagline: ". . . Has been brought to you by the Bell System." Agency is N. W. Ayer & Son, New York.

WLBT wins FCC okay; court hears argument

WLBT(TV) Jackson, Miss., was subject of attention at two ends of Pennsylvania Avenue in Washington Friday (Dec. 3): at FCC, which approved transfer of control by slim one-vote majority; and at U. S. Court of Appeals where argument was heard on United Church of Christ protest against FCC one-year renewal of station earlier this year.

In both instances actions were continuation of discrimination battle in which WLBT has been involved since protests were filed against its alleged failure to be fair on racial matters.

FCC's decision, on four to three vote (CLOSED CIRCUIT, Oct. 11), granted permission for Lamar Life Insurance Co. to take over control of WLBT from three stockholders. Involved was 80% of stock. Payment was $8,000. Insurance company has long held option to acquire 100% ownership.

Dissenting to transfer approval were FCC Chairman E. William Henry and Commissioners Kenneth A. Cox and James J. Wadsworth.

Chairman Henry, referring to his previous dissent to one-year renewal of WLBT (BROADCASTING, May 24), said hearing should be held on transfer to determine whether Lamar Life Insurance had controlled station since 1953, and whether it had made full representations to commission on these matters. Commissioner Wadsworth joined Mr. Henry.

Commissioner Cox took same position, but amplified his suspicions that Lamar Life Insurance was fully responsible for station right along and had failed to call commission's attention to its authority in running station.

Concurring opinion was issued by Commissioners Rosel H. Hyde and Lee Loevinger, two of majority, rebutting Mr. Cox.

Right of Appeal ▪ In argument Friday, U. S. Court of Appeals was asked to rule that members of public who feel aggrieved by broadcast stations have right to be heard in license-renewal proceedings.

Request was made by counsel for United Church of Christ Friday (Dec. 3), in connection with church's appeal for review of FCC decision in May granting one-year renewal to WLBT (BROADCASTING, May 24).

Church wants court to send case

more AT DEADLINE page 10

back to commission for hearing on renewal application.

Major issue in case, however, is whether church has standing to intervene. Commission has held that law limits right to intervene to persons suffering electrical interference or economic injury from stations.

Orrin Judd, speaking for church, said issue is important one in industry. "Persons affected by broadcast stations have right to be heard," he said.

John Conlin, FCC associate general counsel, told court that commission, while denying church standing, carefully considered its allegations. He said commission encourages and considers complaints and comments from public concerning station operations, and acts on them.

He and Paul A. Porter, counsel for station, said church had, in effect, already won case against station. Mr. Conlin noted that commission attached conditions to one-year grant requiring station to observe fairness doctrine and to serve needs of all members of public, specifically including Negroes. This procedure assures "immediate compliance" with rules, which could not have been achieved if hearing had been ordered, he said.

UPI takes over RPI audio service Jan. 1

United Press International will take over Radio Press International by end of year. On Friday (Dec. 3), UPI announced two firms had reached agreement whereby "RPI will have partnership arrangement in future growth of UPI's audio service." RPI will discontinue its station feeds on Dec. 31, and UPI Audio feed will be made available to RPI's 125 clients on Jan. 1.

According to UPI no money was involved in deal which was hammered out at 4 a.m. Thursday morning after days of negotiating. Earlier in year RPI had negotiated with Associated Press for similar deal, but Wes Gallagher, AP general manager, is said to have squelched it. AP, however, did begin carrying station advisories of RPI feeds on its radio-TV wire.

RPI, which has been owned by Straus Broadcasting Group since 1959, has bureaus in New York, Washington and London. Within past few months it closed down bureaus in Paris, Tel Aviv and Bonn.

UPI said some RPI engineering and news personnel had been offered posts with UPI Audio. RPI people will be working with UPI people during transition period.

Although there are several audio news services, UPI, with 170 station clients in U. S., has taken its major competitor out of picture. RPI had 95 clients in U. S. and 30 in Canada.

Agreement indicates beef-up in UPI Audio. It's reported regional bureaus in Chicago and Los Angeles are planned for early 1966. There is also speculation that by increasing staff and facilities (it will be using RPI's New York operations for period), UPI is taking aim at enlarging client list by getting some stations that are now network-affiliated.

AP, which has adopted position against national audio news service to stations, apparently is softening its attitude. It is now working with AP state broadcaster groups and hopes to get them to establish regional exchanges of voiced hard news and features.

There was no word on what RPI's top management team would do. Michael J. Minahan is general manager of RPI; Bill Scott is director of news, and Michael P. Mallardi is business manager.

WEEK'S HEADLINER

Robert B. Conroy, VP of Geyer, Morey, Ballard Inc., New York, with responsibilities in account management and planning, named executive VP, international operations. **Anderson F. Hewitt,** senior VP for agency planning and development, appointed executive VP of GMB and chairman of review board. Mr. Conroy has been with agency since 1961 and earlier had been director of field operations for N. W. Ayer & Son. Mr. Hewitt joined GMB last year after long career in advertising. In 1948, he founded and headed his own agency, Hewitt, Ogilvy, Benson & Mather (now Ogilvy, Benson & Mather).

For other personnel changes of the week see FATES & FORTUNES

Don't shove, broadcasters tell FCC on program issue

ABC has urged FCC to abandon proposed rule to require networks to supply programing to independent stations.

Network said flexibility now possible will lead to greater circulation for network programs than would the "rigid formula proposed by the commission."

ABC, in comments filed Friday, thus lined up with position taken by CBS and NBC (see page 61). NBC and CBS affiliates opposed proposed rule also.

Proposed rule would require networks to make "good faith" effort to place programs on independent stations in markets where clearances can't be obtained from affiliates.

ABC disclosed plans to affiliate with new UHF in Roanoke, Va.—WRFT-TV (ch. 27). It already is affiliated with VHF in what is considered same market, WLVA-TV Lynchburg. Network recently announced affiliation with UHF in Jacksonville, Fla. WJKS-TV.

CBS affiliates said proposed rule would make commission "arbiter" of terms of network-station program offerings. Affiliates also said it would discourage establishment of new television networks.

NBC affiliates said clearance rules, if vigorously implemented, would penalize affiliates for substituting local public service programs for network shows.

Other opposing comments were filed by Meredith Broadcasting Co. and Storer Broadcasting Co., charging unwarranted interference with business community.

See inter-union dispute by IATSE moves in L.A.

Network attorneys in Los Angeles expressed surprise and dismay Friday (Dec. 3) over blast by two cameramen's unions associated with International Alliance of Theatrical Stage Employes which may incite jurisdiction dispute. Herb Aller, business agent of IATSE Hollywood local, said petitions were being prepared for submission to National Labor Relations Board for single union representation.

Involved are unions at three networks and independent KTTV(TV). National Association of Broadcast Employes & Technicians now has jurisdiction over ABC-TV, NBC-TV and KTTV. International Brotherhood of Electrical Workers has organized CBS-TV. Report was that IATSE unions will seek elections through NLRB both in New York and Hollywood.

Won't take program off air

KTYM Inglewood, Calif., Friday (Dec. 3) told FCC it will not be coerced or cajoled into removing any program from air by Anti-Defamation League or any other group.

Letter was in answer to complaint of League protesting alleged anti-Semitic remarks of Richard Cotten on syndicated *Conservative Viewpoint.* League asked commission to set station's license renewal application for hearing (BROADCASTING, Nov. 22). License expired Dec. 1.

Station pointed out that more than once it has offered free time to ADL to reply to objectionable remarks, but League has refused offer.

DATEBOOK

A calendar of important meetings and events in the field of communications.
■Indicates first or revised listing.

DECEMBER

Dec. 6—Hearing before the Federal Trade Commission on questions relating to the failure to disclose the foreign origin of radio, television, phonographs, tape recorders and their components. Room 532, FTC Bldg., Washington.

Dec. 8—Deadline for comments on proposed amendment of FCC rules relating to timely and truthful responses to commission inquiries and the making of misrepresentations to the commission by applicants, permittees and licensees. Former deadline was Oct. 24.

Dec. 8-10—American Management Association seminar, "Marketing through Distributors." Chairman is Ralph Bautz, regional manager Slant/Fin Corp. AMA headquarters, New York.

■Dec. 9—Radio Salesmen of Los Angeles annual holiday luncheon at Gaslight Club, 11:45 a.m.

Dec. 10—Deadline for entries in the International Broadcasting Awards competition for the world's best radio and TV advertising of 1965 conducted by the Hollywood Advertising Club. Entries should be sent to HAC-IBA 6362 Hollywood Blvd., Hollywood 90028.

Dec. 14 — Special stockholders meeting Storer Broadcasting Co., to authorize conversion rights for $45 million in convertible subordinated debentures to be issued, and to increase authorized common stock from 3.6 million to 8 million. Miami Beach, Fla.

Dec. 14—Meeting of National Academy of Television Arts and Sciences, Hollywood chapter, to debate, "Is TV as a Mass Medium Doomed to Mediocrity?" Hollywood Palladium.

Dec. 15 — Deadline for nominations for Western States Advertising Agencies Association's "Man of the Year" award. Nominations should be sent to Carl Falkenhainre, 435 S. La Cienega Blvd., Los Angeles.

Dec. 15—Deadline for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 1.

Dec. 15—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.

Dec. 16—Annual meeting of shareholders of Filmways Inc., held for the election of directors and for stock option matters. Biltmore hotel, New York.

Dec. 16-17—Meeting of National Association of Broadcasters TV code board, Waldorf-Astoria, New York.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 31—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

Dec. 31 — Deadline for reply comments on FCC inquiry into question of who, besides the international common carriers, is an authorized user of the satellite systems under the Communications Satellite Act of 1962. Former deadline was Dec. 1.

Dec. 31—Deadline for reply comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Dec. 3.

JANUARY

Jan. 5—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 15.

■Jan. 10—Closing date for 1965 entries for George Foster Peabody Radio and Television awards. Radio and TV entries will be considered in the following categories: news; entertainments, education, youth or children's programs, promotion of international understanding and public service. They should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

Jan. 14—Annual banquet, Federal Communications Bar Association. Washington Hilton hotel, Washington.

Jan. 14—Winter meeting of Colorado Broadcasters Association. Albany hotel, Denver.

■Jan. 14—First annual general meeting of the Florida CATV Association. Quality Motel Court, Orlando, Fla.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

Jan. 23-29 — Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 25-27 — Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

Jan. 25-27—21st annual Georgia Radio and Television Institute, co-sponsored by Georgia Association of Broadcasters and Henry W. Grady School of Journalism. University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 27-29 — Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.

■Jan. 28-30—Advertising Association of the West midwinter conference. Rickey's, Palo Alto, Calif.

Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programing between 6 and 11 p.m., or to two hours of nonnews programing in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and

foreign sales of independently produced programs. Former deadline was Oct. 21.

■Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards ($500 national award and $100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10036.

FEBRUARY

■Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1 — Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic System, formerly convention on Military Electronics. International hotel, Los Angeles.

■Feb. 4—Western States Advertising Agencies Association "Man of the Year" award luncheon. Ambassador hotel, Los Angeles.

Feb. 8-9 — Eighth annual mid-winter conference on Advertising/Government relations, jointly sponsored by Advertising Federation of America and Advertising Association of the West. Frederick Baker, president of Frederick E. Baker Advertising, Seattle, is general chairman. Shoreham hotel, Washington.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 14-17—Broadcasting workshop seminar sponsored by Rho Tau Delta, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tommorow." Student Union building, University of Cincinnati.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Sheraton-Park, Washington.

MARCH

March 15 — International Broadcasting Awards banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

March 21-25—Institute of Electrical and Electronics Engineers Inc. 1966 International Convention and Exhibition. Hilton hotel, New York.

March 23—18th annual awards dinner of Writers Guild of America, Beverly Hills. Calif.

March 27-30—44th annual convention of National Association of Broadcasters and 20th annual NAB Broadcast Engineering Conference. Conrad Hilton, Chicago.

March 31—New deadline for reply comments on FCC's proposed rulemaking to limit three major television networks(ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programing between 6 and 11 p.m., or to two hours of nonnews programing in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Dec. 1.

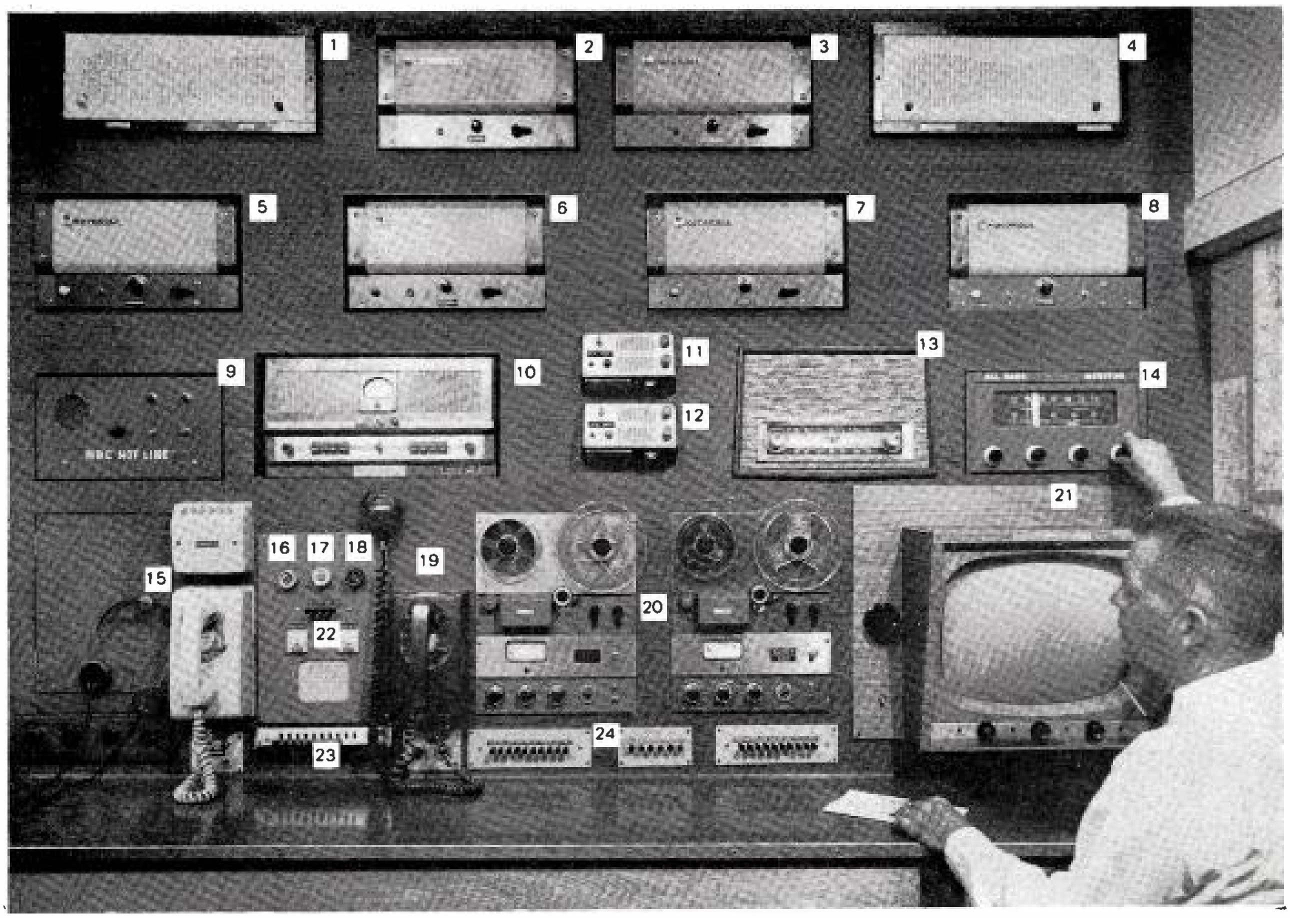
APRIL

■April 1—New deadline for comments on FCC's proposed rulemaking limiting to three

■Indicates first or revised listing.

Talk about communications

With this "Buck Rogers" Board, WAPI News Director Clancy Lake is in instant contact with local law enforcement and fire departments . . . with the Alabama State Troopers and with NBC for national and international "Hot Lines." With this equipment he can direct any member of the seven-man news staff to fast-breaking stories by two-way car radios or by mobile transmitters. Conversely, stories from any source may be put directly on the air and/or taped for any of WAPI's many daily newscasts. The "Buck Rogers" Board is another reason why "Alabama's best informed people listen to WAPI News."



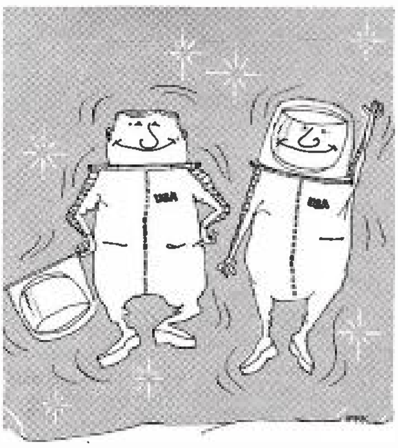
1. Birmingham Police Department speakers.
2. Tarrant Police Department monitor.
3. Fairfield Police Department monitor.
4. Birmingham Fire Department speakers.
5. Homewood Police Department monitor.
6. Mountain Brook Police Department monitor.
7. Emergency monitor.
8. Bessemer Police Department monitor.
9. NBC Hotline.
10. WAPI 2-way radio system base station.
11. State Trooper monitor.
12. Trooper base monitor.
13. AM-FM monitor.
14. All-band monitor.
15. Six beeper lines on station phone.
16. Landline monitor on sheriff's network.
17. Landline monitor on Birmingham Fire Department.
18. Landline monitor on Birmingham Police Department.
19. Hotline telephone with beeper control.
20. Double tape recording system.
21. TV monitor.
22. Out-going beeper feed controls.
23. Inter-com system.
24. Twenty-six control buttons for feeding lines into tape recorders.

wapi-radio

1070 BIRMINGHAM, ALABAMA

50,000 watts

Represented by Henry I. Christal Co.



number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Oct. 1.

■April 15-16—Spring meeting of West Virginia Broadcasters Association. Wilson Lodge, Wheeling.

■April 21-23—Annual spring meeting of Oregon Association of Broadcasters. Salishan Lodge, Gleneden Beach.

■April 27-30—Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Bessee hotel, Pittsburg.

■April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

MAY

■May 2—New deadline for reply comments on proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Nov. 1.

■May 15-17—Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

JUNE

■June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Jack Tar hotel, Durham.

■June 16-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Hotel Roanoke, Roanoke.

■June 17-18—Annual summer meeting and election of officers of Colorado Broadcasters Association. Stanley hotel, Estes Park.

■Indicates first or revised listing.

OPEN MIKE®

It's 'The Businessweekly'

EDITOR: . . .I have the highest respect for your publication as "The Businessweekly of Television and Radio." In fact, I think it performs an excellent service for all the stations, suppliers, networks and talent in the industry.—*Donald D. Dilworth, director of advertising, Deere & Co., Moline, Ill.*

Thanks for objectivity

EDITOR: Thanking you for a scrupulously accurate recounting of a position, most of which I am sure you would be unalterably opposed to, in your recap of my piece, "A Modest Proposal: Abolish the FCC," in the current [Fall '65] *Columbia Journalism Review.* [BROADCASTING, Nov. 29].

But then, on the whole, I've found over the years that almost all your news copy is characterized by such objectivity. (It leads me to wonder if the people who write your editorials ever read the magazine—if they do, it's a bit difficult to understand how they

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.
*Reg. U. S. Patent Office

arrive at some of the positions they take, when, so often, the facts to the contrary are all there in the front of the book?) —*Dr. Dave Berkman, assistant professor of communications, Kingsborough College of the City of New York.*

Many factors in CATV buys

EDITOR: You know that when BROADCASTING is right and does a good job, I am the first to compliment you. So now the other side of the coin!

In CLOSED CIRCUIT of the Nov. 8th issue, you are talking of broadcasting properties being "out of reach." You also state:

> *"Same condition, brokers say, applies to CATV [community antenna television], where going rate now is about $350 per connection, as against about $150 per connection three years ago. Quality and condition of CATV systems, however, are said to be significant factors in higher price."*

This broker was not contacted, and I don't know what brokers you are referring to. But whoever they are, they are ill advised. The buyers that I deal with are intelligent men, and we have yet to make a deal after seven years in business that was based on so many dollars per connection. CATV properties are purchased on the basis of multiplier times projected annual cash flow, and a total of 15 other factors enter into either the increase or decrease of the multiplier.—*Bill Daniels, Daniels & Associates Inc., Denver.*

Broadcaster visits

EDITOR: Re the suggestion by Leonard Marks, of the U. S. Information Agency, that broadcasters invite radio and TV journalists from other countries to be placed on their staffs for two months (BROADCASTING, Nov. 15), this is to advise that we have been doing this for some time. I noticed your story reported that some of the bigger broadcasters said they would undertake such a project and I wanted one of the smaller broadcasters to also be on record.— *Mrs. Cecil Sansbury,* WHP-TV *Harrisburg, Pa.*

(Enclosed were house organs of WHP-TV reporting on visits of several foreign broadcasters including Carlos Luis Jara, TI-TVR San Jose, Costa Rica.)

'Revolutionary' solution

EDITOR: Noting the commercial broadcasters' concern about a falling-off in numbers of television viewers, (BROADCASTING, Nov. 8), a suggestion for revolutionary action to reverse that trend is offered here:

"Revolutionary," because it is a suggestion, made in all sincerity, that broadcasters give up their ratings race, and begin to operate at all times in the public interest.

The public interest means the public welfare. It means good quality. It means upholding the traditional morals, ethics and ideals of Americans, by selecting for broadcast on the public airwaves the kind of programs that stress these —as opposed to murder, mayhem and other criminal and immoral action for entertainment. . . .

The broadcasters who will compete for excellence will find their monetary interests compatible with operation in the public interest; they will become a powerful influence for good, and will gain prestige and audience too, because Americans do know the best, and do want the best!—*Elizabeth Livingston, corresponding secretary, National Association for Better Radio and Television, Los Angeles.*

Helped the United Way

EDITOR: The United Appeal of Greater Cleveland recently achieved its third campaign success in as many years. Credit for this victory belongs to thousands of persons who helped in many different ways. Thank you for

Have you talked to a (Charleston-Huntington, W. Va.) hillbilly lately?

We mean **really** talked to him?

Chances are he won't live up to your expectations.

No bib overalls . . . No high-top workshoes . . .

And the corn liquor jug? More probably Bonded . . . or a Dry Martini.

Take Homer here. Looks good, thinks straight . . . smart guy . . . good businessman . . .

Like lots of us hillbillies.

Maybe you should talk to a hillbilly . . . learn the facts he's turned up in a new study of this $2½ BILLION DOLLAR MARKET he lives in.

It's covered in depth by WSAZ-TV.

WSAZ-TV

WSAZ 3 TV

Huntington-Charleston, West Virginia — *A Service of Capital Cities Broadcasting Corporation* being one of them.

Through your cooperation in running United Way advertisements in BROADCASTING, you helped us to convince our local contributors that "One Gift Works Many Wonders."—*John H. Fogarty, chairman, public relations committee, United Appeal of Greater Cleveland.*

EDITOR: Other campaign leaders in Lubbock [Tex.] join me in expressing appreciation to you for your help during the 1965 United Fund campaign. . .

Thanks for helping "Lubbock's No. 1 Job," the United Fund, go over the top, and thanks for helping United Funds and Community Chests all over the nation by giving us a boost in BROADCASTING.—*Harmon Jenkins, campaign chairman, United Fund of Lubbock, Inc., Lubbock, Tex.*

Popular prop

EDITOR: Could we have permission to reprint the cartoon of your Nov. 15th

Drawn for BROADCASTING by Sid Hix

"Will everybody not working on this electric train commercial get the hell off the set!"

issue. It would be of special interest to our readers, as you can be sure.—*Linn H. Westcott, editor, "Model Railroader," Milwaukee.*

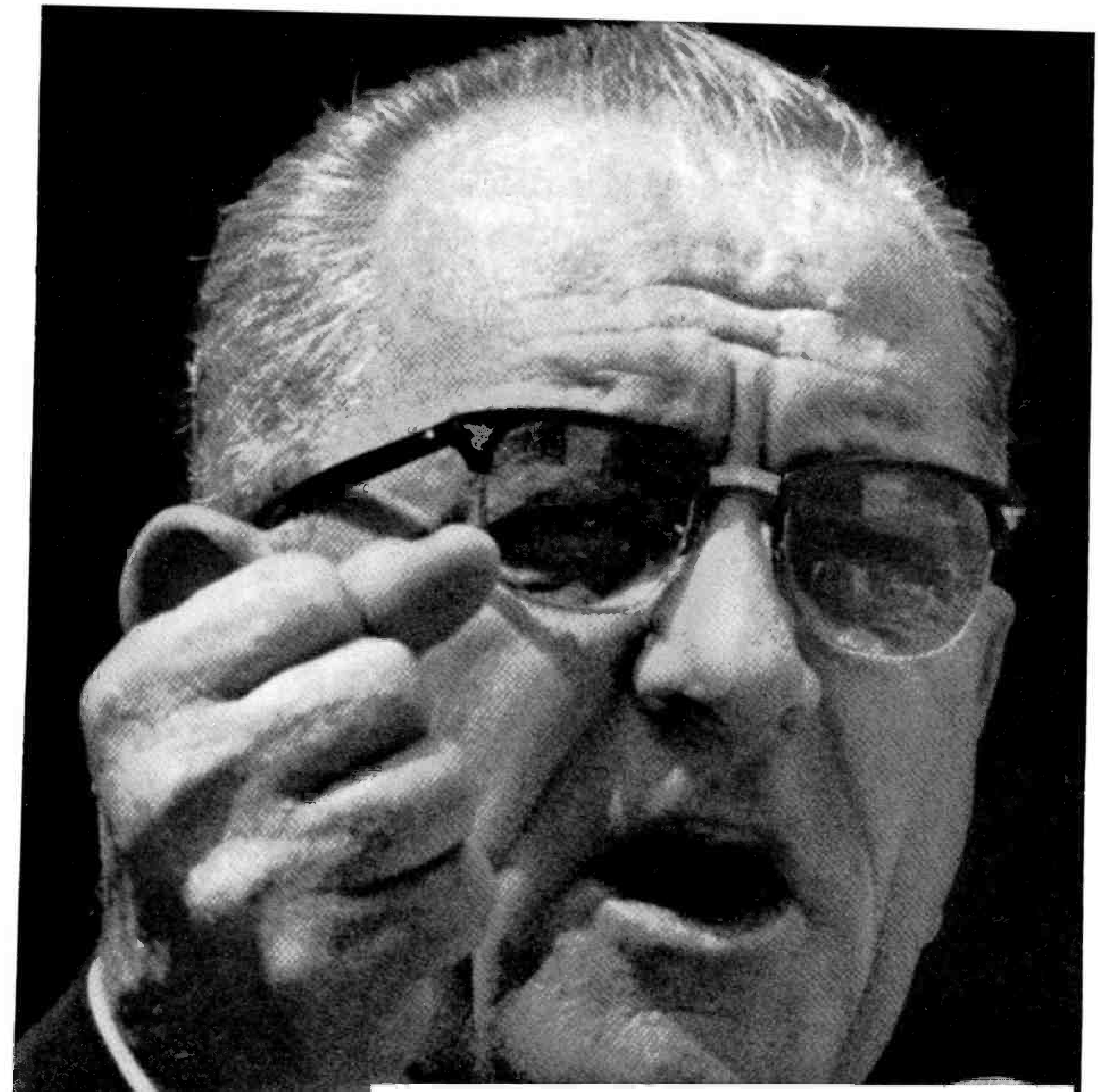
(Permission granted.)

BOOK NOTE

"Designing and Making Stage Costumes" by Motley. Watson-Guptill Publications Inc., New York. 144 pp., illus. $10.

Although few TV stations find it necessary to manufacture costumes for locally produced programs, there are occasions when they may need to design costumes. And it is for that one rare time, if no other, that this book will be a candle in the darkness.

It is a handbook of costuming and props. The right costume, the color, interpreting character, facts on fabrics and the influence of history and architecture on costumes are well covered.



MONDAY MEMO from GERALD TOLLE, N. W. Ayer & Son, Los Angeles

Plymouth gives a big hand to its 'Dealin' Man'

When a waitress in a restaurant you've never seen before passes by singing the exact words to your client's musical theme line—it's great evidence that you've made some market penetration.

The musical theme? "Your Plymouth Dealer is a Dealin' Man," an idea we helped our client, The Plymouth Dealer Association of California, Nevada and Arizona, spend more than $1 million to establish during the 1965 car model year.

Competing for the attention of car-buying prospects in the Los Angeles-Southern California complex is a noisy business. Here in this sprawling, spending megalopolis shares-of-market by car make bear practically no resemblance to national shares.

It was to help meet this unique competitive situation that the Los Angeles office of N. W. Ayer & Son assigned a special creative team for the Plymouth Dealer Association in this region. Our team includes myself as creative director, commercial producer Edward C. Manser and television art director Al J. Kissler. Account supervisor for the association is Robert N. Wold, vice president and Ayer Los Angeles manager. Account executives are Dan L. White and Terry Saidel.

Our now famous theme line made its first "appearance," so to speak, as an audio tag line in a series of TV commercials produced in the fall of 1964.

Buyers Like Deals ▪ Research confirmed that customers, when asked their primary reason for going to a particular dealer to buy whatever make of car they selected, always placed "the deal I could get" at the top.

Since our assignment in the expenditure of dealer association advertising funds was (and is) to generate retail urgency and showroom traffic, the direction our creative efforts should take was clear enough: establish the Plymouth dealers as the car dealers who had the best deal to offer.

However, while we were still in the peak new-car-interest/holiday-car-buying season promotionally, we didn't want to hit too strongly at the "deal" aspect of purchases. Still we wanted to firmly establish ownership of the line in the market as quickly as possible; thus the TV audio tag.

Dealin' Man Gets Around ▪ We rapidly expanded our "Dealin' Man" attack with a flight of musical radio commercials in December 1964. The pay-off copy line, by now orchestrated and arranged with special new music, was, of course, "Your Plymouth Dealer is a Dealin' Man."

After the Christmas and New Year holidays, when the car business gets considerably tougher, we moved our big guns for "Dealin' Man" into position. Our creative solution was simple and direct: If the deal is most important, there can be no stronger way in which to communicate this than in the actual words of satisfied car customers who believed they had, indeed, gotten a good deal from their Plymouth dealer.

Developing the testimonials for air use began with a tape recorded sound interview, then a succinct edited version, often no longer than 14 or 15 seconds, was lifted from the 20-minute interview. Wherever possible, we kept the dialogue natural sounding, leaving in phrasing such as repeated words and pauses. We felt it was vital that our commercials sound believable, as the real people were.

For those testimonials selected for TV, we sent a still color photographer on location with each subject. Because we weren't dealing with actors, and we wanted them to be as natural and unstilted as possible, we shot photographs of them with their car in some activity which related to their job, or their hobbies, or their recreational interests. Only one person was depicted in a showroom.

A High Hooper ▪ In May, to help us determine how effectively we had communicated our statement, and conveyed its selling message, we asked Hooper to conduct a consumer research on awareness and association.

The results were even better than we had hoped. Correct word-for-word recall of the theme was very high. So was correct identification of the car make and dealer name advertising. And our awareness score after a six-month exposure was second only to an advertising theme by a competitive dealer association which had been extensively promoted for two full model years.

Hooper also asked his sample to respond with their interpretation of the meaning of our copy platform. Positive responses ranked in the 70th percentile.

We rounded into the summer of our model year with a humorous radio campaign for the Plymouth Barracuda (pronounced "Back-a-ruda"). These spots opened and closed with a rock group singing, "Your Plymouth Dealer is a Dealin' Man. . . . Yeah! Yeah!"

Up, Up, Up ▪ For the traditional summer clean-up period our client continued with a radio schedule, and a series of humorous spy spoof spots which tagged off with a ghostly whistler whistling, "Your Plymouth Dealer is a Dealin' Man!"

The results? Sales are up. Share of market is up. Percentage of increase is up. All in a tough car market where these things aren't easy to accomplish . . . unless you're a "Dealin' Man."

What happens to "Dealin' Man" in 1966? Well, we've got a brand new theme about how your Plymouth dealer can put together the car and the deal to make "Something Wonderful Happen." It's set to some sizzling music for both TV and radio and I certainly hope that waitress will soon be singing it, too.

But to make certain she, or no one else, forgets our basic selling posture for the Plymouth dealer, each TV spot ends with a familiar visual, accompanied by a trombone chorus of the theme, and each radio spot ends with the announcer saying, loud and clear: "Your Plymouth Dealer is a Dealin' Man!"

A midwesterner whose family includes three generations of newspapermen in Missouri and Kansas, Jerry Tolle got a degree (in English) from the University of Washington before entering advertising as a copy writer for Seattle agencies. Moving to Los Angeles, he worked for Campbell-Ewald and Hixson & Jorgensen, chiefly in broadcast, before taking his present post as creative director of N. W. Ayer & Son, Los Angeles. He has been active in TV and has sold a number of scripts.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 6, 1965, Vol. 69, No. 23

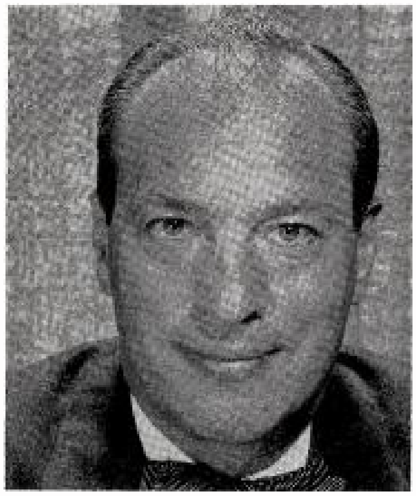
Will ABC have biggest bankroll?

If merger with ITT goes through, network will have behind it resources of complex that grosses $2 billion a year—more than either CBS or NBC

ABC and the giant International Telephone & Telegraph Corp. were conducting merger negotiations last week that could create a major new force in broadcasting and realign the historic balance of power among the networks.

If successful, the negotiations could:

▪ Make ABC, now the third-ranking TV network operator in volume of sales, part of a $2 billion a year complex—the biggest in broadcasting—with all the additional financial support inherent in that position.



Leonard Goldenson, president of ABC Inc., says in the "continuing negotiations" a "prerequisite of any proposed merger . . . will be continuous autonomous management and operation. . ."

▪ Challenge CBS to intensify its own efforts to expand on a major scale, or be left as the "smallest" of the three.

▪ Through the new financial resources available from ITT, enable ABC to make a vastly reinvigorated bid to capture network leadership from NBC and CBS.

ABC and ITT officials acknowledged last Wednesday that negotiations were in progress but said no agreement had been reached. Although they would give no details, the consensus of observers—in both broadcasting and Wall Street—was that no agreement would be reached immediately and that several weeks might be needed to work out all details even under the most favorable circumstances.

The possibility of a breakdown in the negotiations was not overlooked. It was known that the discussions had been conducted intermittently over a period of about a year, during which time—presumably when the talks had seemed at a dead end—ITT also held tentative merger discussions with CBS, without success.

Despite the uncertainty, however, both Wall Street and broadcasting sources seemed to regard the current talks as having at least an even chance of going through.

Goldenson's View ▪ This feeling was bolstered when Leonard H. Goldenson, president of ABC, said in a message to affiliates as well as ABC employes that negotiations with ITT were "continuing" and that "a prerequisite of any proposed merger as far as I am concerned will be the continued autonomous management and operation of the ABC Inc. and its divisions and subsidiaries."

Mr. Goldenson's message was interpreted as an indication of the seriousness of the discussions and perhaps also as reassurance that Harold S. Geneen, president and chairman of ITT, who is known as a take-charge operator, would not grasp the ABC operating reins away from present management.

Mr. Geneen was in Brussels last week but reportedly was notified—in line with instructions he had left—when talks were resumed during the week.

Several barriers remained to be surmounted before a merger could become effective.

One was terms. ABC stock, which had sagged earlier in the 1965-66 television season, was back up to about $62 early last week, while ITT's was at about $67. One report in Wall Street was that ITT would acquire ABC on a one-for-one-stock transfer, but a broker said he put the question directly to ABC management and was told that "we would never sell as low as $67." ABC has 4,623,548 common shares outstanding and ITT, a total of 19,360,000.

Washington Reaction ▪ A potential hurdle would be Washington clearance. Justice Department sources said they first learned of the merger discussions through news reports. The talks "raise some interesting questions," they said without identifying the questions.

Harold S. Geneen, president and chairman of ITT, has said that "sophisticated investors know us. But not the public. We have to get identification through products and companies."

At the FCC one high official said he saw no reason why an ABC-ITT merger would run into any government obstacles. He said he thought it would put ABC-ITT in about the same position as that of NBC-RCA and would improve ABC's ability to compete. He said it was his educated guess that neither the Justice Department nor the FCC would

The many corporate faces of ABC

If, 21 years ago, one idea had been followed to conclusion, ITT today might be considering a merger with UBS—United Broadcasting System—instead of ABC.

In December of 1941, when NBC under government order prepared to split its two radio networks, the Red and the Blue, it had reserved the name, UBS, for the Blue. However, the switch was never made, and when Edward J. Noble's wholly owned American Broadcasting System Inc. purchased the network from the Radio Corp. of America in 1943 for $8 million, it was still the Blue. It would eventually become ABC.

On Oct. 12, 1943, the FCC approved the transfer of the Blue's three owned stations, WJZ New York, KGO San Francisco and WENR Chicago to Mr. Noble, and from RCA he acquired the 1,000 shares of Blue stock. In a spinoff he sold WMCA New York, which he had bought for $850,000 in 1941, to Nathan Straus for $1,225,000.

Mr. Noble was a wealthy financier (a principal stockholder in Life Savers) who had been undersecretary of commerce. He died in 1958 at the age of 76.

The top management of the ABS-owned Blue Network Co. was Mr. Noble, as board chairman, Mark Woods, president, and Edgar Kobak, executive vice president—the last two in the positions they had held under RCA ownership.

At that time the Blue had about 170 affiliates.

In December 1943, Time Inc. and Chester J. LaRoche, agency executive, each purchased 12½% of ABS Inc. for $500,000 each.

By September 1944 an executive shakeup was underway. Mr. LaRoche, chairman of the Blue's executive committee, became vice chairman of the board and operating head of the network. In November Mr. Kobak resigned from the Blue to become president of Mutual. In 1944 the Blue also acquired its fourth owned station, KECA Los Angeles, which was purchased from Earle C. Anthony for a total of $800,000.

Blue Goes ▪ In December 1944 the Blue network officially became the American Broadcasting Co., a name that Mr. Noble bought for $10,000 from the owners of WOL Washington.

In September 1945, Mr. LaRoche dropped his executive activities with ABC and Mr. Woods resumed active direction of the network.

By mid-1946 ABC was ready for some king-sized expansion. It had applied for TV stations in New York, Chicago, Los Angeles and San Francisco. In July it purchased King-Trendle Broadcasting Corp's. WXYZ Detroit (along with CP's for FM and TV stations there) and WOOD Grand Rapids, Mich. for $3,650,000. In a spinoff (approved in 1948), it sold WOOD to Harry M. Bitner for $850,000.

In November 1946 Robert Kintner, ABC vice president for news, special events and publicity, was named executive vice president.

Mr. Kintner, now president of NBC, knew Mr. Noble while the latter was in government service and Mr. Kintner a Washington newspaperman.

In April 1948, before any of its owned television stations went on the air, ABC signed its first TV affiliate, WFIL-TV Philadelphia. The network's first program on April 19 was *On the Corner* starring Henry Morgan and sponsored by Admiral Radio Corp. In June it issued its first TV rate card for 10 stations—eight of them not yet on the air. The only two on the air were WFIL-TV and WMAL-TV Washington.

Edward J. Noble

On the Market ▪ To finance its TV operations ABC made a public stock issue in May, 1948, of 500,000 shares which were bought up at $9 a share. Warner Bros. talked about buying ABC that year and 20th Century-Fox reportedly bid more than $20 million for it. But Mr. Noble turned them down.

As 1950 opened, Mr. Woods was elected vice chairman of the network and Mr. Kintner became president. In 1951 Mr. Kintner signed a seven-year contract at $75,000 annually.

On May 23, 1951, ABC and United Paramount Theaters entered a $25-million merger agreement. Leonard Goldenson, UPT president since 1950, would become president

oppose the merger.

Another FCC official said, however, that the FCC would have to face several issues if a merger deal is made. FCC approval would be required, he said, because both ABC and ITT are FCC licensees.

Among the questions he cited were the effect on public interest generally, the effect on larger and more effective use of radio, the possibility of conflict of interest between ITT's common-carrier operations and ABC's broadcasting concerns, and the effect on competition in both of these fields.

The FCC authority also noted that bigness itself does not violate antitrust laws.

The fact that both FCC and Justice Department sources said they first learned of the talks through news accounts suggested that the discussions had not yet reached a critical point.

In transactions of this magnitude the principals often make it a point to advise the commission and the Justice Department and keep them informed. Not infrequently the government agencies are kept in close touch with negotiations as they move into the final stages.

Spur to CBS ▪ A merger would pose a challenge, if not a problem, to CBS. It would provide incentive for CBS to intensify its own efforts to expand—through merger with a large corporation or by still further diversification through the absorption of other interests.

Authoritative sources report that CBS in the past has held merger talks with Time Inc. But officials said last week there was little chance for such a deal. The feeling was that merger of the nation's biggest publishing corporation with a major TV-radio corporation would create severe, possibly insurmountable, policy problems in Wash-of the new corporation, American Broadcasting - Paramount Theaters Inc. Mr. Kintner would be president of the AB-PT radio-TV division and Mr. Noble, still 57% owner of ABC and chairman of its board, would be chairman of the AB-PT board's finance committee. Mr. Woods left the company two months later.

With the merger came duopoly problems. UPT planned to sell WBKB(TV) Chicago to CBS for $6 million. ABC's WENR-TV would take over the WBKB calls and the CBS outlet would become WBBM-TV. UPT also owned 50% of WSMB-AM-FM New Orleans. This was subsequently sold.

The merger provided ABC stockholders with $14.70 in new stock for each share of ABC. With 1,689,017 shares outstanding this amounted to more than $24,828,000. Mr. Noble's share was worth $13,342,000.

A Delay ▪ From announcement of the merger to final FCC approval of the license transfer of ABC's five AM, four FM and five TV stations took 21 months. The FCC approved the merger by a 5 to 2 vote in February 1953.

During 1953, the owned-stations' call letters were changed to WABC-AM-FM-TV New York, WLS and WBKB(TV) Chicago, KGO-AM-FM-TV San Francisco, WXYZ-AM-FM-TV Detroit and KABC-AM-FM-TV Los Angeles.

AB-PT's 1955 financial report showed an $11 million increase in ABC income from 1954, hitting $81,117,000.

In 1956, Leonard Goldenson took over the presidency of the network when Mr. Kintner resigned.

In 1965, AB-PT became American Broadcasting Co's.

ington.

CBS has been diversifying gradually over the past several years, most spectacularly through its acquisition of the New York Yankees baseball team, but as of last week officials said no new acquisition talks were being held.

An ABC-ITT union would leave CBS as the only national network operator —radio or TV—whose principal income was from broadcasting. NBC is a division of RCA, and the Mutual Broadcasting System is owned by the 3M Co.

RCA's sales, including those of NBC, totaled about $1.8 billion last year. CBS's were about $638 million. A merged ABC-ITT company could expect close to $2 billion in sales, based on 1964 volume of $1.5 billion for ITT and an estimated $421 million for ABC.

Growth Under Geneen ▪ Under Mr. Geneen, frankly expansion minded, ITT has diversified widely, adding among others such companies as the Avis Rent-a-Car System, the Aetna Finance Co., and the Hamilton Management Corp. of Denver, an investment adviser and distributor of Hamilton Funds Inc. and owner of the Alexander Hamilton Life Insurance Co. In 1964 alone, according to a recent brochure, ITT acquired 27 companies and reached agreement in principle for acquisition of two other U. S. companies.

Mr. Geneen, who took over the leadership of ITT in 1959, has been quoted as saying that his company needs to become better known in the U. S.: "The sophisticated investors know us. But not the public. You can stop 15 people in the street and not one will know what ITT is. That bothers me. We have to get identification through products or companies."

ITT's objective in an ABC merger thus seemed clear. But ABC's remained a matter of speculation.

One recurring report was that ABC wanted to block Norton Simon, millionaire financier who has repeatedly indicated he wants a voice in, if not control of, ABC affairs.

Mr. Simon's earlier bid for representation on the ABC board of directors was decisively denied through a stockholder-approved change in voting methods. But as recently as 10 days ago he was reported by Wall Street sources to have negotiated—though unsuccessfully —for institutional stock interests in ABC that could have pushed his effective ownership up to 15% (CLOSED CIRCUIT, Nov. 29).

Simon Owns Big Block ▪ Through Hunt Foods & Industries and McCall Corp., Mr. Simon controls about 9% of ABC stock, said to be the largest single block. Like Mr. Geneen, he has a reputation as an aggressive acquisitor of working control.

Some months ago General Electric and ABC reportedly held at least tentative merger talks, but nothing materialized.

ITT is best known as an international—it claims to be the world's largest—manufacturer and supplier of electronic and telecommunications equipment and as an international common carrier. It describes itself as the 31st largest industrial corporation in the United States and the 41st largest in the world. It is also said to be the world's 10th largest industrial employer, with 180,000 employes in 51 countries.

Founded in 1920, it now manufactures in 14 European countries and also in Latin America, operates telephone and telegraph systems in eight countries and territories, operates what is said to be the largest U. S. overseas telegraph network and has a marine radio sales and service network with depots or agencies in 181 seaports around the world.

Increased Domestic Share ▪ One of Mr. Geneen's objectives has been to increase the North American share of ITT's volume and earnings while expanding both domestically and abroad. In 1964 its total foreign sales and revenues were $912.8 million, while U. S. sales and revenues were $629.3 million.

The total, domestic and foreign, was up 8% from 1963, while net income was up 13.7% to a record of $63.2 million. Earnings also reached an all-time high of $3.11 per common share, compared to $2.73 in 1963.

The 55-year-old Mr. Geneen, who was born in England, began his business career as an accountant and analyst at Mayflower Associates, became controller of Bell & Howell Co., Chicago, in 1946 and moved to the Jones & Laughlin Steel Corp. in Pittsburgh four years later as vice president and

Norton Simon, millionaire financier, controls 9% of ABC stock, the largest single block. He recently negotiated, unsuccessfully, for holdings that would have raised this to 15%.

controller. Before becoming president and chief executive officer of ITT in 1959, he also served as executive vice president of Raytheon Manufacturing Co., Waltham, Mass.

ABC has been headed by Mr. Goldenson since 1953, when it was merged with United Paramount Theaters into American Broadcasting-Paramount Theaters (see page 28). The name was changed to American Broadcasting Companies Inc. last July.

ABC has sold off many of its theaters since 1953 but remains—and is strengthening its position as—one of the country's largest theater operators, with approximately 400. It owns minority interests in a substantial number of foreign television stations in addition to its full ownership of five TV, six AM and six FM stations in leading U. S. markets.

Stations Abroad ▪ Besides the ABC television and radio networks, ABC is associated with foreign TV stations, known as the Worldvision group, through ABC International. ABC Films syndicates TV programing in the U. S. and approximately 65 other countries

The company also owns ABC-Paramount Records, including the Impulse, Westminster and Command labels, owns amusement-center interests in Silver Springs and Weeki Wachee, Fla., publishes the *Prairie Farmer* in Illinois and Indiana, *Wallaces Farmer* in Iowa and *Wisconsin Agriculturist* in Wisconsin, and owns minority interests in Microwave Associates, Technical Operations Inc. and Visual Electronics Corp.

Last year it joined Madison Square Garden Corp. in forming MSG-ABC Productions, which has since acquired 80% of the Holiday on Ice revue.

Record revenues and operating earnings were reported by ABC last year. Revenues, about three-fourths of them from broadcasting, reached $420.9 million as against $386.7 million in 1963; operating earnings increased 49% to more than $11 million, and earnings per share totaled $2.40 as compared to $1.62 in 1963.

ABC's U. S. stations are WABC-AM-FM-TV New York, WLS-AM-FM and WBKB-TV Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit and KQV-AM-FM Pittsburgh.

Both the ABC and ITT stocks climbed after confirmation of the merger talks, which was issued after the New York Stock Exchange said Wednesday afternoon that trading in both stocks had been halted pending announcements by the companies.

ABC stock, which had been closed at 50¼ on Nov. 22 and reached 59¾ on Nov. 30, closed the following day—when the merger-talk was confirmed—at 62 and added 2⅛ points Thursday. ITT closed Wednesday at 66⅝, up three-eighths, after trading at 66¼ when the talks were confirmed.

BROADCAST ADVERTISING

Spot TV up 3.7% in third quarter

TVB says advertisers in July-September period spent more than $248 million; top 100 list shows Firestone, International Minerals for first time

National and regional advertisers invested $248,320,000 in spot television during the third quarter of 1965 as compared to $223,588,000 in the same July-September period last year, according to estimates being released today (Dec. 6) by the Television Bureau of Advertising.

Counting only those estimates submitted by stations that supplied figures for both the 1964 and the 1965 third quarters, the increase this year was 3.7%, TVB said. Figures represent gross billings, before discounts, for time alone.

Two advertisers, Firestone Tire & Rubber, with $725,600, and International Minerals & Chemical Corp., with $484,300, appeared on the list of top 100 spot users for the first time in any quarter.

Product categories showing the biggest gains were confections and soft drinks, up 17% over the total for the same period of 1964; dental products (up 49%), drug products (22%), gasoline and lubricants (31%), sporting goods, bicycles and toys (41%) and transportation and travel (30%).

Stepped-up Budgets ▪ Among the top 100 advertisers with major increases in the 1965 third quarter were American Can, up from $1,025,700 to $1,793,300; Bristol-Myers, from $5,727,100 to $7,134,700; Canada Dry Corp. and its bottlers, $329,100 to $1,489,100; Continental Baking, $1,231,200 to $2,417,400; DeLuxe Reading Corp., $627,300 to $1,189,300; Ford Motor Co., $206,500 to $777,500.

Also General Foods, from $7,814,400 to $8,868,700; Gillette, $1,225,700 to $2,687,800; Johnson & Johnson, $814,500 to $1,962,700; Miles Labs, $2,114,200 to $3,038,000; Philip Morris, $173,950 to $2,274,400; Procter & Gamble, $17,974,400 to $21,295,800; Quaker Oats, $845,300 to $2,157,000 and Ralston Purina, $1,913,700 to $2,827,200.

Following are the top 100 advertisers in the quarter and are estimates of third quarter investments by time of day and by length of commercial. Figures were compiled for TVB by N. C. Rorabaugh Co.

Top 100 Spot TV Advertisers Third Quarter 1965

1.	Procter & Gamble	$21,295,800
2.	General Foods Corp.	8,868,700
3.	Colgate-Palmolive	8,047,200
4.	Coca-Cola Co./bottlers	7,699,300
5.	Lever Brothers	7,234,700
6.	Bristol-Myers	7,134,700
7.	William Wrigley, Jr., Co.	5,729,600
8.	General Mills	4,278,900
9.	Kellogg	3,843,200
10.	Warner-Lambert Pharma.	3,818,600
11.	Pepsi-Cola Inc.	3,192,000
12.	Miles Laboratories	3,038,000
13.	Alberto-Culver	2,998,000
14.	American Home Products	2,923,600
15.	Ralston Purina	$2,827,200
16.	R. J. Reynolds Tobacco	2,781,000
17.	Gillette Co.	2,687,800
18.	Continental Baking	2,417,400
19.	Philip Morris	2,274,400
20.	Jos. Schlitz Brewing	2,188,900
21.	Ford Motor Co., dealers	2,168,900
22.	Pet Milk	2,167,900
23.	Quaker Oats	2,157,000
24.	Mars Inc.	2,029,800
25.	Johnson & Johnson	1,962,700
26.	American Tobacco	1,831,400
27.	American Can	1,793,300
28.	General Motors, dealers	1,789,600
29.	Corn Products	1,643,800
30.	Pabst Brewing	1,640,400
31.	H. J. Heinz	1,614,800
32.	Anheuser-Busch	1,611,200
33.	Brown & Williamson Tobacco	1,606,900
34.	Standard Brands	1,606,900
35.	Shell Oil Co.	1,601,300
36.	Chrysler Corp., dealers	1,568,900
37.	Canada Dry Corp./bottlers	1,489,100
38.	Royal Crown Cola Co./bottlers	1,455,900
39.	Avon Products	1,360,900
40.	National Biscuit	1,314,000
41.	DeLuxe Reading Corp.	1,189,300
42.	P. Lorillard	1,188,100
43.	National Dairy Products	1,173,800
44.	Sterling Drug	1,163,700
45.	Carter Products	1,154,800
46.	Seven-Up Co./bottlers	1,154,300
47.	Gulf Oil	1,102,000
48.	Mead Johnson & Co.	1,054,100
49.	Falstaff Brewing	1,024,900
50.	American Oil	969,900
51.	Liggett & Myers Tobacco	939,200
52.	Murine Co.	936,100
53.	Rheingold Breweries	878,500
54.	Abbott Laboratories	876,200
55.	Richardson-Merrell	865,200
56.	Anderson, Clayton & Co.	859,000

By time of day		
Time of day	Amount ($000)	Percent
Day	$ 57,566	23.2
Early evening	55,029	22.1
Night	84,885	34.2
Late night	50,840	20.5
Total	$248,320	100.0

By length of commercial		
Length of commercial	Amount ($000)	Percent
60's (40 seconds or more)	$166,734	67.2
20's (20-30 seconds)	47,257	19.0
10's (8 to 10 seconds)	15,641	6.3
Programs	18,688	7.5
Total	$248,320	100.0

57.	Beech-Nut Life Savers	$857,900
58.	WTS-Pharmacraft	857,200
59.	Revlon	854,000
60.	Pillsbury	781,800
61.	Ford Motor	777,500
62.	P. Ballantine & Sons	773,000
63.	Firestone Tire & Rubber	725,600
64.	Mattel	718,900
65.	Eversharp	717,100
66.	Frito-Lay	712,700
67.	Pearl Brewing	705,100
68.	Phillips Petroleum	698,700
69.	Sinclair Refining	689,300
70.	Campbell Soup	661,000
71.	Canadian Breweries, Ltd.	647,100
72.	Beatrice Foods	643,700
73.	Welch Grape Juice Co.	638,600
74.	Borden Co.	634,500
75.	American Airlines	622,300
76.	Hills Bros. Coffee	621,600
77.	U. S. Borax & Chemical	621,400
78.	Standard Oil (Ohio)	619,100
79.	United Vintners	608,500
80.	Scott Paper	595,000
81.	Theo. Hamm Brewing	591,900
82.	C. Schmidt & Sons	582,000
83.	Kimberly-Clark	567,200
84.	Stroh Brewery	562,000
85.	Trans World Airlines	550,100
86.	Standard Oil Co. of Calif.	541,000
87.	S. C. Johnson & Son	539,400
88.	Foremost Dairies	538,900
89.	Nestle Co.	528,600
90.	Socony Mobil Oil	518,600
91.	Pacific Tel. & Tel.	517,500
92.	Stokely-Van Camp	516,800
93.	Hazel Bishop	516,400
94.	Ex-Lax	506,900
95.	Drewry's Ltd., U. S. A.	603,700
96.	Star Kist Foods	493,400
97.	Olin Mathieson Chemical	492,300
98.	Kroger Co.	487,500
99.	International Minerals & Chemical	484,300
100.	Texize Chemicals	482,300

Record support for Ad Council cited

The Advertising Council, Washington, last week hailed radio, TV and other media for their record support of the council's public service campaigns during 1965.

Reporting on radio, the council said its daily public service announcements had climbed to 20 major campaigns along with support for 72 other national causes. Together the ABC, CBS, Mutual and NBC radio networks contributed almost a billion radio home impressions, 10% over the total in 1964. This total, the council estimated, was more than doubled for local station circulation. It was noted that stations, networks and sponsors had contributed time and talent to such council activities as voter registration, Peace Corps placement tests and new projects; and in doing so, local broadcasters had "produced much imaginative local material."

The three TV networks and their advertisers pushed up council campaign circulation by 12% over last year. Through network program time alone, in 20 campaigns, the total TV home impressions reached 19½ billion. The council also reported that local stations had "donated broad additional coverage." In seven campaigns total network circulation had reached over one billion home impressions, the council noted. The traffic safety and United Fund campaigns each had received over two billion impressions.

These record levels of support were attributed to long-range planning by volunteer industry committees cooperating with the council. At the head of the council's TV committee was Samuel Thurm of Lever Brothers. Directing the council's special Hollywood committee was Walter Bunker of Young & Rubicam.

TV code answers FTC tobacco charge

The National Association of Broadcasters' Television Code Authority last week responded to a letter from the Federal Trade Commission which called the code "completely silent in regard to the elimination of advertising which tends to negate . . . the cautionary statement on cigarette packages." The code office answered that it does not feel that the codes have been silent.

"The code," it continued, "has maintained a continual review of cigarette advertising in the broadcast media."

The FTC letter requested that the NAB and the Cigarette Advertising Code reply as to "what actions will be taken by the codes to assure that cigarette advertising will conform to the standards of the Federal Trade Commission Act and will not defeat or frustrate the provisions and objectives of the Cigarette Labeling and Advertising Act."

Howard Bell, NAB code director, said that "any implied or direct health benefit contained in cigarette advertising would not be considered acceptable under the cited provisions of the codes."

And he pointed out that the codes have "ruled against references to scientific or medical reports or articles in cigarette advertising as being violative of the intent" of the codes. He added that the broadcast codes "will continue to maintain careful scrutiny of all advertising in this category to the best of our ability in order to assure that the policy of the codes is not thwarted."

Mr. Bell also told the FTC that its letter would be discussed by the code's review board Dec. 16-17 in New York.

Spokesmen for the Cigarette Advertising Code in New York denied receiving any such letter from the FTC and denied that they had replied to any letter sent them. However in the letter to the NAB, the FTC states that the letter was also sent to "the members of the cigarette industry."

Mr. Bell said the radio and television codes permit no cigarette advertising that implies health benefits or shows cigarettes to be important to the development or well-being of youth.

Grocery group plans to sponsor TV show

Expansion of a major food distributor into local television program sponsorship on a national basis was disclosed Thursday (Dec. 2) in Chicago at the annual presidents' meeting of the Independent Grocers' Alliance of America. The vehicle is a new video-tape series, *Cook's Tour*, about a well known chef and his visits to world famous restaurants.

IGA during the next five years expects to double its gross sales volume to $5 billion at the retail level. IGA officials said the group will continue to be a heavy radio user as well as TV advertiser at the local level.

IGA plans to offer the new half-hour program first to its wholesalers throughout the country. In those cases where these companies do not undertake placing of the show, IGA then will offer it to the more than 5,000 independently owned local IGA stores. A total of 192 stations in as many markets is contemplated for the series.

IGA said Allied Artists Corp. will handle distribution and sale of the series within the IGA family of companies. Later, after the program is well established, major national advertisers have indicated interest in participations, it was explained.

Cook's Tour features chef Eddie

"A little like Vesuvius erupting"

The newly formed RKO General Productions announces its first hit

Fashion: Italian Style

Concurrent with the establishment of RKO General Productions as a major new producer and distributor of television films and videotape programming, the company's first color production opened in Boston. Dorothy Diaz, fashion editor of the Boston Herald said, "It was a little like Vesuvius erupting . . . color runs riot"; ". . . A breathtaking spectacular" — Boston Traveler; "a TV gem . . . deserves a gold medal"— Boston Globe. What's more, according to first A.R.B.*, FASHION: ITALIAN STYLE pulled a full color 31% share and a 15 rating against CBS' Lost in Space, and NBC's Virginian! FASHION: ITALIAN STYLE was a sponsor hit, too, completely sold out, first time around.

What a way to introduce a new company. Watch for RKO General Productions' future great hits to be announced soon. For more details wire or call Al Sussman, Vice President:

RKO GENERAL PRODUCTIONS
1290 Avenue of the Americas, New York, N.Y. 10019
212-564-8000

RKO GENERAL

The audience measurement data used herein are estimates only and are based upon the report indicated. In view of errors and deficiencies which may be involved in the sources' methods and procedures, neither RKO General nor any of its representatives vouch for the accuracy of the estimates.

*A.R.B. Telephone Coincidental: Boston 7:30-8:00 PM Nov. 24, 1965

New TV commercials mushrooming in '65

The TV commercial business is undergoing a "production explosion" in 1965 with at least a doubling in the number of new commercials as compared with three or four years ago.

This status report on commercial production was offered in an interview last week by Richmond Ritenouer, president of Modern Teleservice Inc., New York, a company that specializes in print procurement, distribution and servicing of TV commercials for almost 100 advertising agencies. Mr. Ritenouer estimated that in 1965 Modern Teleservice alone will have handled more than 12,000 different commercials, as compared with 8,000 in 1961. He indicated that other servicing organizations have had similar growth.

He credited the color boom as a key factor in accelerating the number of commercials this year, pointing out that advertisers have had to invest in new production to fill the demand for tint. In addition, Mr. Ritenouer cited these other considerations: The emphasis on appeal to various age-ethnic-income groups has stepped up production on different types of commercials; the relatively high talent residual costs often have resulted in a decision for new production rather than for rerun of older ones; the growth of regional advertisers in TV over the past few years.

J. Richmond Ritenouer (l.), president, and John Lipsky, executive vice president of Modern Teleservice, inspecting the quality of a new film commercial.

Modern Teleservice was formed in 1949 during the early days of television to handle such functions as selecting a laboratory to strike off prints of a commercial; checking prints for quality and content; distributing prints to stations as directed by agencies.

John Lipsky, executive vice president and general manager, has been associated with the company from its start with five or six people to the present when the staff consists of 74 located in offices in New York, Los Angeles and Chicago. It maintains storage facilities in Fort Lee, N. J., and has a backlog of more than 50,000 commercials on hand in its three main centers and in Fort Lee.

Doucette and is being produced by Robert Estes of Trans World Productions, Chicago. IGA has no advertising agency for consumer advertising. IGA's own advertising department prepares materials such as radio jingles and other broadcast and print media ads for use by member companies locally.

E. B. Weiss, vice president of Doyle Dane Bernbach, New York, told IGA's luncheon meeting that trends such as computers and automation in the food distribution field point clearly to vast changes in Mrs. America's shopping habits. More automatic mechanical selling systems within stores, as well as touch-tone telephone shopping at home from a catalogue with delivery from central automated warehouses, only mean that advertising will have to shoulder a still greater responsibility to pre-sell the customer before shopping decisions are executed, he said.

Mr. Weiss also predicted that, contrary to some expert opinions, private label brands will gain much stronger positions within the food store in competition with the national brands despite the latter's multiple-millions of dollars in advertising support. However, he indicated, these private labels will have to be pre-sold too, meaning the weight of advertising must continue although the media techniques or points of placement may change. He predicted the food store will do over half of its total volume in its own brands.

N.Y. agencies high in spot radio dollars

An analysis completed by McGavren-Guild, station representative, indicates that 42% of the dollars spent by the top 100 spot radio advertisers are placed by New York advertising agencies.

Based on figures of the top 100 spot radio advertiser list prepared by the Radio Advertising Bureau for the first quarter of 1965, the McGavren-Guild study also shows that Detroit agencies account for 20% and Chicago agencies 14.6% of the total expenditures.

Another highlight of the analysis, conducted under the direction of Josh Mayberry, the representative firm's research director, is that the top 10 agencies spent 51% of the total; the second 10, 21%, and the third 10, 12%. The top 30 agencies accordingly placed 84% of the national spot radio budget of the top 100 advertisers, McGavren-Guild noted.

Genesee goes to Esty

William Esty Co., New York, has picked up the $3 million Genesee Brewing account which leaves Marschalk Co., same city, as a result of a "disagreement over creative direction."

Genesee, based in Rochester, N. Y., puts 65% of its ad budget into broadcast; $1.2 million in spot TV and $750,000 in spot radio. Marschalk says the brewing company's sales doubled while it held the account and will reach an estimated 1.4 million barrels this fiscal year.

Two hot weeks at NBC Radio

Stephen B. Labunski, executive vice president of NBC Radio, reported last week that Nov. 8-19 was the network's busiest two-week sales period since 1960, with sales and renewals totaling $3,954,000.

During that time, 16 advertisers went shopping for radio buys in *News on the Hour, Monitor, Emphasis, David Brinkley Reports, Chet Huntley Reports, The Joe Garagiola Sports Show* and *World of Sports.*

On the new-business agenda, orders were placed by Standard Brands (through J. Walter Thompson Co.), Chrysler Corp. (Young & Rubicam Inc.,) Chrysler's Dodge Division (BBDO) and its Plymouth Division (N. W. Ayer & Son Inc.), Schick Safety Razor Co. (Compton Advertising Inc.), Wynn Oil (Erwin Wasey Inc.), National Brewing Co. (W. B. Doner and Co.), General Electric Co. (Clyne Maxon Inc.),Mobil Oil Co. (Ted Bates & Co.), Oldsmobile

Division, General Motors Corp. (D. P. Brother & Co.), Bryant Manufacturing Co. (Griswold-Eshleman Co.), Grove Laboratories (Gardner Advertising Co.), Wm. Wrigley Jr. Co. (Arthur Meyerhoff Associates Inc.), and Retail Clerks International Assoc. (William Magnes Advertising Inc.). Two renewal orders were completed: Chrysler Corp. (Y&R) and American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles Inc.).

Buying habits inconsistent

TVAR study shows they vary year-to-year, market-to-market

In Boston 36.1% of coffee-drinking families buy Maxwell House Instant but in San Francisco only 13.6% purchase that brand.

That's one of many instances of variable brand preference indicated by Television Advertising Representative's annual brand comparison report, being released by the rep firm today (Dec. 6).

Covering 425 brands in 12 product categories, the TVAR study, conducted by the Pulse Inc. under the direction of Bob Hoffman, the rep organization's marketing and research vice president, shows continuing flux in product usage and brand preference. These fluctuations are apparent from market to market and from year to year.

The research was undertaken in seven markets where TVAR-represented stations are located: Boston; Baltimore; Washington; Charlotte, N. C.; Jacksonville, Fla.; Pittsburgh, and San Francisco. Field work was conducted in March and May with a sample of 4,500 families, an average of 650 families per market surveyed.

The research method (in-home interviews with the member of the family primarily responsible for purchase of the product in question) was designed to determine, first, whether the product was used by the family and second, if used, what brand had been purchased most recently.

Product categories covered were beer and ale, cigarettes, coffee, cold cereal, cold remedies, dog food, gasoline, hair spray, headache remedies, margarine, men's hair dressing and carbonated soft drinks.

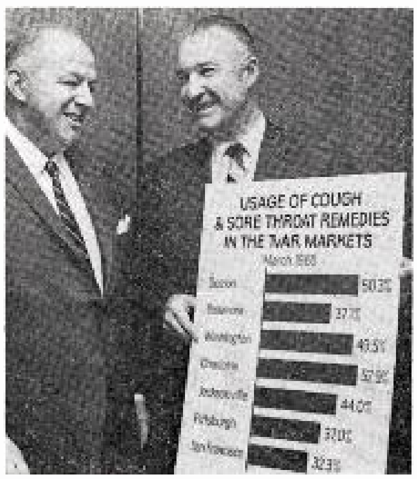
TVAR listed the following as significant among its findings:

- Big gains for Esso gasoline believed to relate to the strength of its "Tiger in the Tank" campaign.
- Increasing purchases of hair sprays and movements in brand preference in this category. TVAR reported Aqua Net pushed its share-of-market up in six of the seven markets covered.
- Variable gains in low-calorie soft drinks from market to market. Purchases in this category were up in all seven markets over 1964, the biggest gain coming in San Francisco where sales were up to 29% of families from 23.4% last year. In Washington, the leading low-calorie soft-drink town among the seven, 32.6% of families made buys in this category.
- Increasing dog ownership and a consequently brighter outlook for dog food sales.
- Headache remedies Bufferin and Excedrin made sales gains in all seven markets, moving closer to Bayer aspirin, which is the leader in all seven.
- Only a few brands took first place in their product categories in all seven markets. In addition to Bayer aspirin they were Kellogg's corn flakes, Maxwell House Instant, Vicks Vaporub and cough drops (in their respective lines) and Pall Mall (among female smokers of nonfilter cigarettes).
- Margarine buying was off last year's marks in four markets — Baltimore, Charlotte, Pittsburgh and Jacksonville —while apparently stable at last year's levels in the other three markets.

Several comparatively new brand names showed strength in the TVAR study, among them Quaker Oats' Cap'n Crunch and Score, a men's hair preparation.

Robert M. McGredy, TVAR president, said the new study, like those of past years, demonstrates the need for market-by-market attention to variable sales situations in developing advertising plans.

Copies of the TVAR report are available on request to the rep firm at 90 Park Avenue, New York 10016.



Robert M. McGredy (r), TVAR president, discusses the 1965 brand comparison report showing usage of cough and sore throat remedies with Leonard Tarcher, vice president and media director of Morse International.

RAB to set sights on FM

Board of directors vote new service; David reports on push for new business

The Radio Advertising Bureau board of directors last week approved a proposal to add an FM service to its present AM service.

The action was taken at the board's semi-annual meeting, held in Scottsdale, Ariz., and was proposed by RAB President Miles David as a means of helping to accelerate the growth of FM.

Mr. David revealed that he already has suggested a cooperative arrangement to the National Association of FM Broadcasters, which would make RAB FM service available to NAFMB members.

The service will include documentation of successful sales use of FM by advertisers and samples of commercial copy. Mr. David said RAB planned to provide sales tools to FM stations of current RAB members as well as FM-only stations.

The RAB board also endorsed a campaign to place transistor radios in every home. The board urged the FCC and other interested government agencies to mount such a campaign and also called on broadcasters to use their own facilities to sell this "vital idea."

Mr. David said RAB has been pressing for "a transistor in every home" since the power blackout in the Northeast on Nov. 9, when "radio proved itself, as it has done in so many crisis situations through the years."

Mr. David gave a report on RAB's national and regional sales activities to attract added advertising to radio. He noted that RAB salesmen are paid on a base-plus-incentive basis, with the incentive calculated on the level of calls made and results achieved.

"We look forward," he said, "to the day when individual salesmen working for RAB to sell radio might ultimately make as much as $40,000 a year through the effectiveness of their sales efforts."

He said RAB salesmen will concen-

The campaign to cut back commercials

IT'S NOW IN FULL SWING AT FCC—AND THE NAB CODES ARE GUIDES

In January 1964 the FCC's efforts to adopt a commercial time-standards rule shattered on the shield of congressional disapproval. Ever since, the commission, under the patient prodding of Chairman E. William Henry, has been picking up the pieces and attempting to patch together a policy that would serve as a substitute device for limiting the time that broadcasters could devote to commercials. The policy taking shape lacks the symmetry and clear definition of the lost rule, which would have been cast in the language of the National Association of Broadcasters' code on TV and radio commercial practices. But it *is* taking shape.

It is being fashioned from a case-by-case study of renewal applications of stations found to be the most heavily commercial in their license-renewal group, with the commission querying those broadcasters found to have broadcast more commercials than they had promised, or to have proposed to carry commercials in an amount considered "excessive."

Code user Henry

Purpose of Policy ▪ The aim of this approach, Chairman Henry has said, is to build a body of rulings that would add up to a policy, so that broadcasters and commission alike will know how much commercialization is tolerable—and how much is not.

Elements of the old proposed rule are present in the current policy too. The commission isn't attempting to make all broadcasters conform to the NAB radio and TV codes. But many code members caught up in an FCC staff investigation and queried on their commercial practices promise to obey the code forevermore. Some non-code members do too.

This pleases Chairman Henry. For, while he says he has given up the effort to have the NAB code adopted as a rule, he frankly acknowledges that he is trying to get broadcasters to adopt commercial practices "as close to the code as possible. I'm not convinced they can't live with it," he said last week.

But an exchange of letters made public last week between Chairman Henry and Howard Bell, director of the NAB Code Authority, indicates the code has its flaws, too, as far as the commission is concerned.

Chairman Henry noted that the TV code permits subscribers to designate any three continuous "evening" hours as prime time, when maximum audiences, presumably, are available and when the TV code's stricter standards apply: that is, 10 minutes and 20 seconds of commercial material an hour (as compared with 16 minutes and 20 seconds in nonprime time).

Late Prime ▪ But Mr. Henry observed that the code permits stations to designate hours as late as 10 p.m. to 1 a.m. as prime time while charging maximum rates to advertisers earlier in the evening. The chairman's letter, it's known, is based on the actual practices of two television code members that are under common ownership.

The stations, both independents, are thus permitted under the code to devote considerably more time to commercial matter in the first two-and-a-half hours of the period normally considered prime time (7:30 to 11 p.m.) than the network affiliates in their markets.

This fact causes considerable anguish to commissioners who count on the code to curtail the broadcast of commercial material—particularly since the stations involved charge "maximum rates" during the earlier hours, a sign that those are the hours they consider their peak viewing time.

Mr. Bell, in his answer to the chairman's letter, said the purpose of the provision is to provide flexibility for code members, particularly nonnetwork-affiliated stations. He said the peak viewing hours of many independent stations may overlap or be adjacent to the peak viewing hours of network affiliated stations.

According to Mr. Bell, "a very small number of code members designate hours between 9 p.m. and 1 a.m. as prime time." (Some code officials say "six or seven" subscribers have prime-time periods that vary considerably from what is con-

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trate on prime targets rather than spread themselves thinly. He added that package goods companies would remain prime sales targets for RAB but other categories would be considered to contribute to "a balanced growth in radio."

The board also heard a status report on the All-Radio Methodology Study by Dr. Morris Gottlieb, vice president, Audits & Surveys Co. (see story page 46).

Business briefly . . .

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York; **Liberty Mutual Insurance Co.**, through BBDO, both Boston, and **R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., through William Esty, New York, will sponsor *The American Sportsman*, an 11-program color series on outdoor sports, scheduled to begin on ABC-TV Sunday, Jan. 23, 1966 (4-5 p.m. EST).

Bankers Life and Casualty Co., through Marshall, John & Associates, both Chicago, has signed for the 12th consecutive year to sponsor *Paul Harvey News* on ABC Radio.

Libby, McNeil & Libby, Chicago, through J. Walter Thompson Co., that city, and **Block Drug Co.**, Jersey City, sidered the norm.)

But Mr. Bell also said that the Television Code Review Board is scheduled to consider "a more precise definition of 'evening hours'" within which prime time may be designated. The board will meet in New York Dec. 16 and 17.

The question of the NAB's definition of prime time, though potentially troublesome, is no more than a minor hindrance to the commission in its developing policy to police commercialization on a case-by-case basis.

Routine ▪ As explained by Chairman Henry, the work has become fairly routinized. The staff sifts through license-renewal applications, putting aside those appearing to carry the most commercials. Eventually, an analysis is made of those in the top 10% so far as commercial content is concerned.

The staff checks to determine whether the stations kept the promises on commercial policy that they had made three years earlier, whether their policies for the future are too vague to be meaningful and whether their policies would permit "excessive" commercialization. Asked to define "excessive," Chairman Henry said, "too much."

If a question develops about a station on any of these points, the commission asks it for an explanation. Actually, only a small percentage of stations are involved at this point. The chairman estimates 10 to 15 are queried out of the 300-400 stations whose licenses expire every two months.

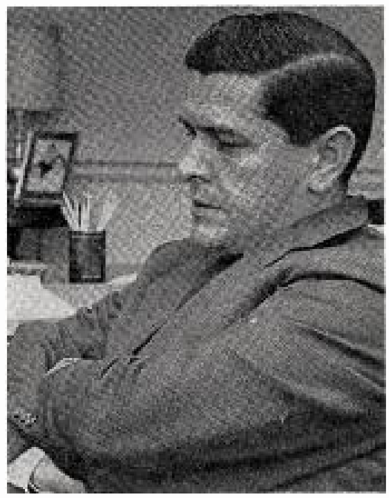
But when stations do hear from the commission, they often attempt to wrap themselves in the NAB code. Three commonly owned western radio stations, none members of the code, had stated in their renewal application a rather vague policy on commercials. When queried by the commission, they said, "specifically . . . it's our policy not to exceed the maximum limits of the NAB code" which permits an average of 14 minutes of commercial matter an hour on a weekly basis, no more than 18 minutes in any one hour.

The renewal applications of the three were granted. But some other stations that promised to obey the code are still awaiting word on their fate. This is true of a Texas station, a code member, that exceeded NAB commercial limits by a wide margin. It amended its renewal application to state it would carry out "a basic policy of compliance with the NAB code." That amendment was filed in response to a commission letter asking about a policy statement that appeared to sanction up to six minutes of commercials per quarter hour. The commission had asked how that much commercial time—40% of the designated period—served the public interest.

Penalties Not Set ▪ One vital element in the developing commission policy is missing—the extent of sanctions to be imposed on stations that fail, through their responses, to satisfy the commission as to their fitness to be renewed for a full term. Five stations are currently in the dock—one of them facing a possible hearing on its renewal application, the remainder short-term renewals (BROADCASTING, Nov. 22). The commission is scheduled to act on these cases Dec. 15.

The commission had said it would undertake a case-by-case approach when the House Commerce Committee, by approving a bill to bar the commission from adopting commercial time standards by rule, convinced it to scuttle the rulemaking proposal (BROADCASTING, Jan. 20, 1964). (The committee's action was later overwhelmingly endorsed by the full House.)

But the effort to move in this fashion has not been easy. In the summer of 1964, Chairman Henry



Code boss Bell

lost control of the issue to Commissioner Lee Loevinger, who attacked the policy as "nitpicking."

Twice the commission, by 4 to 3 votes, rebuffed the chairman in his effort to push a tough regulatory line. Eventually, a score of stations whose renewal applications had been on the deferred list because of commercialization questions got their renewals.

But the staff continued to bring up for commission consideration the most flagrant cases of overcommercialization in each new batch of renewals. And last May, the chairman's patience was rewarded when Commissioner Frederick W. Ford, who had backed Commissioner Loevinger, left the commission and was replaced by Commissioner James J. Wadsworth. Commissioner Wadsworth thus far at least is taking a tougher position on the question than any other commissioner.

Chairman Henry said last week he would still prefer a rule. "That would be clear. We'd all know where we stood on the question," he said. But a case-by-case approach, he feels is, showing results.

"We're making progress," he said.

N. J., through Gray Advertising and Daniel & Charles, both New York, have signed to participate in NBC-TV prime-time programs. Libby is in *Run for Your Life*, *Tuesday Movies*, *Daniel Boone*, *Saturday Movies*, *Mona McCluskey*, *I Dream of Jeannie* and *Get Smart!* Block Drug is in *Hullabaloo*, *Run for Your Life*, *The Virginian*, *I Spy*, *Daniel Boone*, *Laredo*, *Mona McCluskey*, *The Dean Martin Show*, and *The Sammy Davis Show.*

Piel Brothers, New York, through Papert, Koenig, Lois, also New York, is introducing its new Piel draft beer in cans with saturation radio and TV campaign in New York. Radio spots will be on seven stations; TV spots (most of them in prime time) will be on five stations. Campaign began last week and will continue indefinitely.

California Oil Co. (for Chevron gasoline), Perth Amboy, N. J., through BBDO, New York, is sponsoring a half-hour color program of highlights from the Bridgehampton Double 500 sports car race, held Sept. 12, on 21 TV stations, mostly along the Eastern Seaboard. Triangle Program Sales distributes the program.

Grove Laboratories, through Gardner

Advertising, both St. Louis., has purchased 31-week participations in NBC Radio's *Emphasis* and *Monitor* programs, beginning Jan. 17, 1966, while the **Retail Clerks International Association**, New York, will participate for 22 weeks in *Monitor*, starting Jan. 1.

Chrysler Corp., through Young & Rubicam, both Detroit, has renewed its second year of sponsorship of NBC-TV's *Seventh Annual Bob Hope Desert Classic*, scheduled for Feb. 5, 1966 (4-5 p.m. EST). The final golf round will be in color on the following day (3:30-5 p.m. EST).

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Frank Brandt & Associates, 201 Occidental Boulevard, Los Angeles 90026.

Consolidated Cigar Corp., New York (El Producto cigars); two 60's for TV, live on film, color. Frank Brandt, production manager. Agency: Compton Advertising, New York. Jack Willett, account executive. Ed Rizzo, agency producer.

Quartet Films Inc., 5631 Hollywood Boulevard, Los Angeles 90028.

Anheuser Busch Inc., St. Louis (Budweiser beer); one 80, one 60 for TV, live and animated on film, color. Arnold Gillespie, production manager. Agency: D'Arcy Advertising, St. Louis. Bob Johnson, agency producer.

Jos. Schlitz Brewing Co., Milwaukee (Burgermeister beer); three 20's for TV, animated on film, color. Stan Walsh, production manager. Agency: Post-Keyes-Gardner, Chicago. Bernie Lee, agency producer.

Theo Hamm Brewing Co., St. Paul (Hamm's beer); six 60's for TV, live and animated on film. Mike Lah, production manager. Agency: Campbell-Mitchun, Minneapolis.

Blue Bell Potato Chip Co., Portland, Ore. (potato chips); four 10's for TV, animated on film, color. Arnold Gillespie, production manager. Agency: Cole & Weber, Portland.

California Products Co., Westgate, Calif. (Breast O' Chicken Tuna); three 20's for TV, animated on film, color. Stanley L. Walsh, production manager. Agency: Barnes/Champ Advertising, San Diego. Hal Coddon, agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Nimrod Equipment Division of Ward Manufacturing Inc., Cincinnati (camping trailers); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Northlich-Stolley Inc., Cincinnati.

Sunbeam Motors of Canada, Toronto (Sunbeam cars); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: George Spracklin Associates Ltd., Toronto. George Spracklin, account executive.

National Trust Life Insurance Co., Memphis (insurance); three 60's for radio, jingle. Bud Smalley, production manager. Agency: Archer & Woodbury, Memphis. Ward Archer, account executive.

Dayco Corp., Cincinnati (auto batteries); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Northlich-Stolley Inc., Cincinnati.

VI Productions, 8451 Melrose Avenue, Los Angeles.

Sugardale Provision Co., Canton, Ohio (bacon and ham); two 60's for TV, live on film. Jack Spear, production manager. Agency: D'Arcy Advertising, Chicago. H. R. Peterson, account executive. Bob Ritz, agency producer.

The best September ever for TV networks

Grouping of season premieres into single month may have contributed partly to rise, TVB says

Advertiser investments in network television in September this year exceeded those for any prior September and have been surpassed in only three other months in history, the Television Bureau of Advertising reported last week.

The September 1965 figure, $111,-312,200 in net time and program billings, was 27.4% higher than the total for September a year ago (see tables).

The only bigger months, according to TVB, were those of the final quarter of last year, when the October total reached $121 million, November's reached $119 million and December's $113.6 million.

Concentration of Debuts ▪ TVB said this September's gain might be attributed partly to the networks' introducing all of their new-season programs in September instead of extending the premieres into October as in past years. TVB noted, however, that "significant" billings gains were registered in all day parts.

Network billings figures have been compiled on the net-time-and-program basis since the first of 1963. Before that they were recorded on a gross-time-only basis. Authorities said last week, however, that there was no doubt that this September's total exceeded network time and program expenditures in any single month before 1963. The compilations are made for TVB by leading National Advertisers-Broadcast Advertisers Reports.

Network television net time and program billings by day parts (Source: TvB/LNA-BAR) (add 000)

	September 1964	September 1965	% Chg.	January-September 1964	January-September 1965	% Chg.
Daytime	$27,446.4	$36,786.5	+34.0	$210,883.1	$256,370.6	+21.6
Mon.-Fri.	16,858.7	23,885.1	+41.7	157,472.8	190,058.4	+20.7
Sat.-Sun.	10,587.7	12,901.4	+21.9	53,410.3	66,312.2	+24.2
Nighttime	59,896.8	74,525.7	+24.4	581,414.1	602,861.4	+ 3.7
Total	$87,343.2	$111,312.2	+27.4	$792,297.2	$859,232.0	+ 8.4

	1965	1964	% Chg. '65/'64		1965	1964	% Chg. '65/'64
Jan.	$105,252.6	$103,667.0	+ 1.5	*June	81,726.8	74,291.3	+10.0
Feb.	98,142.0	98,804.9	— 0.7	July	79,055.8	69,411.3	+13.9
March	107,059.8	105,230.4	+ 1.7	*Aug.	79,092.6	67,023.8	+18.0
April	102,634.0	98,107.0	+ 4.6	Sept.	111,312.2	87,343.2	+27.4
May	94,956.2	88,418.3	+ 7.4				

*June and August 1965 figures adjusted as of November 22, 1965.

Radio use is growing by small town retailers

Growing use of radio by home furnishing retail stores, especially in medium size to rural market areas is cited in a survey reported by *Home Furnishings Daily*, the trade's daily newspaper. While radio is still a "distant fourth" behind newspapers, magazines and direct mail generally, the story said, the air medium "is making some inroads in specific areas."

The study said "radio's effectiveness depends primarily on the nature and

Have you felt our January Pulse?

FROM 6:00 A.M. to 6:00 P.M., WDAY Radio has 105% more adult listeners than the next station—almost *twice* the total audience! That's 45.4% of all radios in use!

Yes sir!—and from 6:00 A.M. to 12 noon, our share is 50%! (All figures from Pulse, January, 1965.)

Tain't as if this will be any surprise to any of our regular advertisers – it's been going on like this for *generations*!

But what about you boys and girls who haven't really discovered Fargo and the fabulous Red River Valley yet? You think us Hayseeds ain't got no *money*? The truth is that we have more dough to spend than *many* "larger" markets. Ask PGW for the facts. Please!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives* size of the population in a particular area" and noted radio's use in newspaper-saturated market like New York is relegated chiefly to promotion of one or two-day special events.

"Conversely," the story continues, "advertising research reports have indicated that in a cross-sampling of 12 markets composed of medium-sized cities to rural population groups, radio outranked newspaper and mail in 11 of the markets, according to Advertising Research Bureau figures."

Arnold Bakers names NC&K

Norman, Craig & Kummel, New York, has been appointed by Arnold Bakers Inc., Greenwich, Conn., to succeed West, Weir & Bartel, New York, as its agency, effective Jan. 1. The account is estimated to bill $1.5 million annually, with about $900,000 in spot TV. With the recent appointment of NC&K to handle a new line of Arnold products, it is expected that the company's advertising budget will be increased substantially next year. WW&B has serviced the account for the past five years.

Rep. appointments . . .

- KTLA(TV) Los Angeles: Peters, Griffin, Woodward, New York, effective Dec. 1.
- WJKS-TV Jacksonville, Fla. (scheduled to go on the air in January 1966): Edward Petry & Co., New York.
- WEEE Rensselaer, N. Y.: Vic Piano Associates, New York.

IRTS to hear head of Britain's ITA

Lord Hill of Luton, chairman of Britain's Independent Television Authority, will speak at a special International Radio and Television Society newsmaker luncheon on Dec. 22 and is expected to clarify ITA's recent decision limiting the amount of U. S.-produced programs in prime time on British commercial stations.

ITA ruled last summer that in the 8-8:55 p.m. period preceeding the 9 p.m. news broadcast on commercial outlets in Britain, no more than two of the five allowed periods may be devoted to U.S.-made programs and no more than three of the five should be filled with crime shows or westerns (BROADCASTING, Aug. 30). The directive took effect in September.

Thomas McDermott, president of the IRTS, noted that the ITA decision has been regarded as anti-American by U. S. program officials. He added that Lord Hill has indicated that this is "a misrepresentation" and "he eagerly accepted the invitation to speak to IRTS in order to present his views to the American broadcasting industry and its program suppliers."

The case against spoken words on TV spots

Spoken words in television commercials ought to be used in moderation and written words, superimposed on commercials, ought to be used with restraint—if used at all.

That's the advice of Schwerin Research Corp. published in the company's November newsletter, *SRC Bulletin,* in two articles that say TV's primary strength is in "images that talk," not in the written or spoken word.

Schwerin found a correlation between word-count and commercial effectiveness in 350 one-minute spots tested. The least effective group had audio tracks of 170 words or more and optimum effectiveness was attained by those with spoken messages of 101 to 110 words.

It was found that, overall, commercials without copy superimposed over visuals are more effective than those with "supered" copy.

Guidelines suggested by the Schwerin research: When supers are used it's best to accompany them with audio delivery. Supers should not be positioned so that they detract from essential elements of the commercial. Too many supered words can make the commercial resemble a print ad rather than the "demonstration" it ought to be.

RAB selects cream of local commercials

The Radio Advertising Bureau flew a banner last week for local radio users as it honored 39 of their commercials for "outstanding quality."

RAB gives the citations annually to "dramatize the excellence of so many of the radio commercials being aired on a local level in markets all across the U. S."

Miles David, RAB president, said these commercials, many of them created with small budgets, should be an example to well-heeled national and regional advertisers of "the tremendous creative potential" available to them in radio advertising.

The winning commercials were picked from over 500 entries sent to RAB by stations. The bureau will present the citations to the stations, which will present them to the responsible advertisers and agencies.

The winning commercials (alphabetically, by stations which submitted them):

KBOX Dallas, Dodge Dealers; KEZY Anaheim, Calif., Shakey's Pizza; KFJZ Ft. Worth, Leo Jarnagin Auto; KING Seattle, Inglewood East real estate; KIXZ Amarillo, Tex., Stevenson Pontiac; KLWW Cedar Rapids, Iowa, C-R Lock & Key; KOSI Denver, Commercial Industrial Bank; KSEL Lubbock, Tex., Jim's Bug (VW) Shop; KSEO Durant, Okla., O'Reilly's Restaurant; KSFO San Francisco, Central Valley Bank; KTKT Tucson, Ariz., Sandy's Thrift Hamburgers; WAKY Louisville, Ky., Dante Cologne.

WASK Lafayette, Ind., Burger Chef; WCHL Chapel Hill, N. C., Fireside Women's Shop; WCOP Boston, West Newton Chrysler-Plymouth; WCUE Akron, Ohio, Summer's Butter; WDBO Orlando, Fla., Silver Sands Development; WDEA Ellsworth, Me., Jim Adams VW; WDGY Minneapolis, Dayton's Department Store; WEAQ Eau Claire, Wis., Sweet Tooth peanut butter; WEMP Milwaukee, Bryant's cocktail lounge; WGN Chicago, Gingiss Bros. men's wear; WHBC Canton, Ohio, Stewart General Tire; WIBC Indianapolis, Bob Phillips Ford; WIBX Utica, N. Y., Ray Benson Chevrolet; WINR Binghamton, N. Y. Courtesy Loan Co.; WISN Milwaukee; Clement sausages; WKBW Buffalo, Shelly brand hot dogs.

WNBF Binghamton, Gault Chevrolet; WPEN Philadelphia, Plaza Apartments; WPOP Hartford, Conn., Bonanza Sirloin Pits; WQAM Miami, Tropical Chevrolet; WROV Roanoke, Va., Kenny's restaurant; WRVA Richmond, Skyline Drive tourism; WSIX Nashville, Crown Ford; WWDC Washington, First Federal Savings & Loan; WXYZ Detroit, Knorr soup; CFRA Ottawa, Ont., Delawri Motor Sales; CKLC Kingston, Ont., Bad Boy appliance store.

Organ company picks agency

Magnus Organ Corp., Linden, N. J., has appointed Fladell, Winston, Pennette, New York, to replace Marketplan, Inc., Newark, N. J., as its advertising agency, effective immediately.

The account is expected to bill $300,000 or more in 1966, depending on new product development. An agency spokesman said spot TV (particularly on children's programs) would probably be used next year, and that spot radio advertising is also being considered.

Also in advertising . . .

DDB study ▪ Doyle Dane Bernbach, New York, has issued the first installment of its number 31 quarterly study series, "Marketing through Tomorrow's 100 Top Department Stores." The second part is to be issued in February 1966.

Shift in D. C. ▪ Ketchum, MacLeod & Grove is moving its Washington offices from 1000 Connecticut Avenue to the Chanin building, 815 Connecticut Avenue. Phone will remain (202) 296-5520.

ARMS rating report due in early '66

Field work is concluded but more analytical work remains to be done

Initial report on the findings of the All-Radio Methodology Study is scheduled for release early in 1966.

A status report issued last week by ARMS's technical subcommittee, which directs the project, said that all field work and the bulk of computer runs have been completed, but additional analytic cross-tabulations are still in progress. The exact date of the completion of the full report cannot be determined, it was said.

Following analysis by Audits & Surveys Inc., which conducted the field work, and by the ARMS technical subcommittee, there will be a review by the Advertising Research Foundation.

ARMS is sponsored jointly by the Radio Advertising Bureau and the National Association of Broadcasters and is expected to cost in excess of $250,000. Its purpose is to investigate methods of measuring total radio audience and to improve audience measuring techniques.

The study includes the testing of eight measuring techniques, consisting of five forms of diary measurement and three forms of recall measurement. The field work also included numerous pilot studies and an investigation of the ability of individuals to identify call letters of radio stations.

The results of the study will be evaluated by determining how closely those obtained from each method agree with one another and with special benchmark measures for the in-home audience and the automobile audience.

The benchmark measure being used for the in-home audience is a telephone coincidental survey, which samples individuals rather than homes and uses a two-stage interviewing technique. A first call is made to secure name, age and sex information about each family with no reference to radio; a second call is made at least 10 days later to one individual in the household to secure coincidental listening information.

The benchmark measures being used for the auto audience consist of special meters in a sample of cars to obtain car radio use, and interviews at street and highway intersections, using a random sampling, for station tuning information.

The status report also stressed that the study will not show which of the existing commercial measuring services is best. ARMS noted that it is not possible to duplicate exactly any existing service because of the many refinements in operating detail which each service has evolved through experience.

Broad policy for the ARMS project is determined by a steering committee under the chairmanship of George B. Storer Jr., vice chairman of the board of Storer Broadcasting. A technical subcommittee directs the research.

The ARMS project will be reviewed by a five-man subcommittee of ARF's Committee on Improvement of Methods of Audience Measurement (CIMAM). It consists of Robert J. Coen, vice president, research, McCann-Erickson (who is chairman); Dr. Theodore Dunn, vice president and associate research director, Kenyon & Eckhardt; Dr. David B. Learner, vice president and director of research, BBDO; Dr. Seymour Marshak, marketing research manager, Ford Division, Ford Motor Co., and J. W. Paisley, head of advertising and consumer research, Humble Oil Co.

Alcuin W. Lehman, ARF president, commented that the foundation's technical committee believes the study "holds real promise of greatly enhancing the industry's knowledge of how to better measure radio in a way which should be equally beneficial to advertisers, advertising agencies and radio alike."

At the ARMS technical subcommittee meeting were (l to r) Richard J. Montesano, Audits & Surveys; Alan H. Steinberg, ABC Radio; Harper Carraine, CBS Radio; Dr. Morris Gottlieb, Audits & Surveys; Hugh M. Beville, NBC; Miles David, RAB; W. Ward Dorrell, ARMS; Melvin Goldberg, Blair; Howard Mandel, NAB. Meeting was held in New York.

Bell answers FCC on CATV authorization

The common-carrier service that American Telephone & Telegraph companies provide community antenna television systems does not carry with it any authorization to engage in CATV activities. That authorization still must come from local authorities.

Richard W. Miller, vice president of AT&T, made this point in a letter responding to an FCC query as to whether Bell System Associated Companies were providing CATV's with service under agreements entered into without the knowledge or consent of local franchising authorities (BROADCASTING, Oct. 4).

The commission was concerned about the possibility of a regulatory gap existing between state or local authorities and the federal government. Trade press reports indicated that Bell companies might be bypassing local authorities in providing service to CATV's on the basis of tariffs filed with the state.

Mr. Miller, however, wrote the commission that the authorizations given Bell companies to build facilities for common carrier communications services "does not . . . authorize [Bell] customers to engage in the operation of a CATV system."

He said that "the tariffs of the Associated Companies provide that a CATV operator must secure for himself any authorization required by law." The same is true, he added, of prospective CATV operators seeking pole attachments from a telephone company to build his own distribution system.

Defends Intrastate Tariffs ▪ Mr. Miller also defended the Bell companies' practice of filing tariffs with individual states rather than filing an interstate tariff with the commission. The FCC noted that Bell companies have filed tariffs with 22 states, and said that common-carrier service used for distributing broadcast signals has been held to constitute interstate communication.

Mr. Miller, however, said the service to CATV operators is purely local. He said the broadcast material provided to the CATV's customers is introduced locally, through the CATV operator's own equipment and, at his control, into the Bell-supplied channels. He said this is "entirely dissimilar" to cases where common carriers transmit signals to or between broadcast stations which then rebroadcast those signals into the ether.

He also noted that "substantial practical considerations" were involved. He pointed out that the commission has said it intends to leave the regulation of CATV rates to state and local authorities. Accordingly, he continued, state commissions "can best coordinate the tariffs of common carriers with the rates and services offered by CATV operators."

In response to another question, Mr. Miller said that Bell companies are complying with FCC rules prohibiting common carriers from providing CATV's with microwave service unless they refrain from duplicating the programing of local television stations and carrying the programs on their cables.

TAC opened to educational TV

Membership in Television Affiliates Corp. (TAC) has been extended to educational TV stations, it was announced Nov. 26 by Joseph Schackner, operations manager of TAC. Previously, membership in TAC, exchange center for locally produced public affairs and documentary programs, had been restricted to commercial TV stations.

Three educational stations already have accepted TAC's invitation for membership, Mr. Schackner said. They are WEDU(TV) Tampa, Fla.; WFSU-TV Tallahassee, Fla., and WGTV(TV) Athens, Ga.

New York City gives three CATV grants

Sterling Information, Teleprompter, CATV Enterprises succeed despite phone company

New York City opened its arms to community antenna television last week, turning a cold shoulder to the local telephone company which fought the move and embracing three companies with two-year operating contracts and renewal options.

Franchise winners were Sterling Information Services, Teleprompter Corp. and CATV Enterprises (CLOSED CIRCUIT, Nov. 22). The community antenna operators have already started on system development and promotional plans. Sterling, which has wire under the city streets for its closed-circuit TV operation, expects to start CATV service by April 1, 1966.

Resolutions passed by the city's Board of Estimate Thursday evening (Dec. 2) provide for quasi-utility control of the systems, with return on the operators' investments limited to 7% after taxes.

They'll be paying 5% of their gross to the city—and more than that, should their return exceed the 7% limit. Installation charges were set at $19.95 and monthly fees for the wire service at $5.

No Leapfrogging ▪ They will be limited to carrying only the signals available over the air in New York and all forms of pay television are prohibited in no uncertain language.

The three companies are required to secure liability insurance in the minimum amount of $2 million to protect themselves, and possibly New York City, against copyright infringement suits arising out of the CATV's carrying of television programing.

They are committed to file operating plans with the city within 60 days and after another 60 days must begin plant construction.

All are given two-year renewal options subject to the city's review of their performance during the first operating period. The primary grant expires Dec. 31, 1967.

Bullish Picture ▪ Obviously delighted with the outcome of the board of estimate meeting, the successful applicants, who had been among seven original

Cleveland-area CATV set to start

That Shaker Heights, Ohio, community antenna television system to which ABC refers in its reply to the FCC's notice of inquiry on CATV (see page 50), is scheduled to begin operating in another week. Using Bell Telephone of Ohio lines, the Telerama Inc. system will have about 45 miles of trunk line in operation to serve about 7,500 families in the initial areas of Shaker Heights and Warrensville Heights, both suburbs of Cleveland.

Telerama Inc., which has six CATV franchises, including a majority interest in the company holding a permit for Akron, Ohio, is 51% owned by Cleveland businessmen and 49% by Scripps-Howard Broadcasting Co. Creighton Miller, a Cleveland attorney, is president. It hopes to establish CATV systems in more than 50 communities in that area.

At the present time Telerama holds franchises for Beachwood and Strongsville, as well as Shaker Heights and Warrensville Heights in the Cleveland area. The Akron company, Akron Telerama Inc. (headed by Robert Blakemore) also holds a franchise for Ravenna, Ohio.

In the initial Shaker Heights and Warrensville Heights segment charges will be $15 for installation ($10 for those signing before the system begins operating) and $4.95 a month for service. The company proposes to furnish TV signals from Cleveland, Akron, Youngstown, all Ohio; Detroit, Erie, Pa., and Windsor and London, both Ontario.

petitioners for CATV grants, were bullish about New York's potential as a community antenna market.

Unlike conventional CATV systems, which have brought in outside signals, the New York operators will be selling themselves on their ability to deliver clear television pictures in a market that is known for its marked variation in quality of reception from area to area, and even from one block to the next.

Some observers considered the defeat of the telephone company in the New York proceeding as having far-reaching significance in other cities around the country although the New York situation differs from most others. The duct space to be used by the CATV's is owned by a New York Telephone Co. subsidiary—Empire City Subway Co.

Empire operates under a 19th-century authorization from the city which requires it to lease its space to any duly franchised concern.

Phone Company Protests ▪ The New York Telephone Co. has protested the granting of franchises which would allow CATV companies to install their own cable in phone-company duct space, arguing that only its own personnel are qualified for this work. It contends that letting others into its conduits could result in disruption of its own communications services.

On these grounds it has proposed itself as the logical installer of community antenna systems and suggested that operators lease lines that would be owned by the phone company. AT&T's Bell Systems throughout the country have favored similar operating procedures.

A last-minute brief filed by the phone company with the board of estimate on Thursday pointed to hazards which might result from the CATV grants.

The phone company brief, after charging that the antenna companies "do not have the manpower, the equipment, the experience or the incentive to do a satisfactory job," went on to allege that Sterling Information Services has "installed metering control circuits, which are appropriate to pay TV but not to Teleguide (the Sterling closed circuit service) or CATV." It said Sterling's recent installations have a 25-channel capacity.

In answering this charge, Sterling President Charles Dolan said the phone company was merely guessing as to the future use of the lines, that there was absolutely no metering equipment installed, and he denied any pay-TV plans were indicated by the company's installations.

The Pie ▪ Manhattan was carved into two pieces for Sterling and Teleprompter along lines designed to give each approximately equivalent subscriber potential. Sterling was awarded all of the borough south of 86th Street on the East Side and 79th Street on the West Side. Teleprompter got the north end of the borough with the exception of a small piece that extends north of the Harlem River. This bit went to CATV Enterprises along with the Riverdale section of the Bronx.

The city estimates that the division gives Sterling an area of 338,000 residences and Teleprompter 421,500 residences, but explains that the imbalance is corrected since Sterling has a preferred area of operation in terms of density of subscription potential.

Sterling expects to invest between $2 million and $3 million in the first year of its CATV effort. Its present plant investment for its Teleguide service, much of which will be compatible with its CATV operation, is valued at $1 million.

Sterling's Teleguide is essentially a hotel information service, but it is connected to 10 apartment buildings, which have a potential of between 2,500 and 3,000 subscribers to the new community antenna service. The company estimates that 800,000 people live in the area granted it by the city.

It has 25 miles of coaxial cable already installed and this wire passes roughly 125,000 possible subscribers.

Major stockholders in Sterling are Time-Life Broadcast (which, at 20%, has the largest single piece of the company), William Lear of Lear Jet Corp., station owner J. Elroy McCaw, former Secretary of the Treasury Robert Anderson and Sterling Movies U. S. A.

Ready to Promote ▪ Teleprompter Corp. was reportedly ready to begin promotion of its service immediately with newspaper advertising announcing the future availability of its service.

Company President and Board Chairman Irving Kahn would not disclose how much Teleprompter intends to invest in the New York operation initially or when it might begin service except to say as soon as possible. The publicly owned company, traded on the American Stock Exchange, gained a point last Thursday, before the franchise news was definite—but after it had been predicted—closing at 12. The company lists 90,000 subscribers to its CATV systems across the country, 30,000 of these paying monthly fees for master antenna service in the New York area.

Teleprompter's Mr. Kahn has been

Court hears CATV-common carrier arguments

A move to force the FCC to declare that community antenna television systems are common carriers was argued in court last week. Pushing for the common-carrier declaration is the Television Accessories Manufacturers Institute (TAME); JFD Electronics Inc., an antenna manufacturer, and WPHL-TV Philadelphia. The object of their attack is the 12-channel CATV system being built by Rollins Broadcasting Co. in Wilmington, Del.

The trio had petitioned the FCC to treat the Rollins CATV system as a common carrier. The commission turned this down on the ground that it had already ruled that CATV's do not fall under the common-carrier portion of the Communications Act. This decision was appealed.

Arguing for the appellants in the U. S. Court of Appeals in Washington was Joseph A. Fanelli, who contended that CATV's meet all the criteria for common carriers (they hold out service to the public without discrimination).

This position originally was taken by the FCC staff, Mr. Fanelli said, but was overruled by the commission itself.

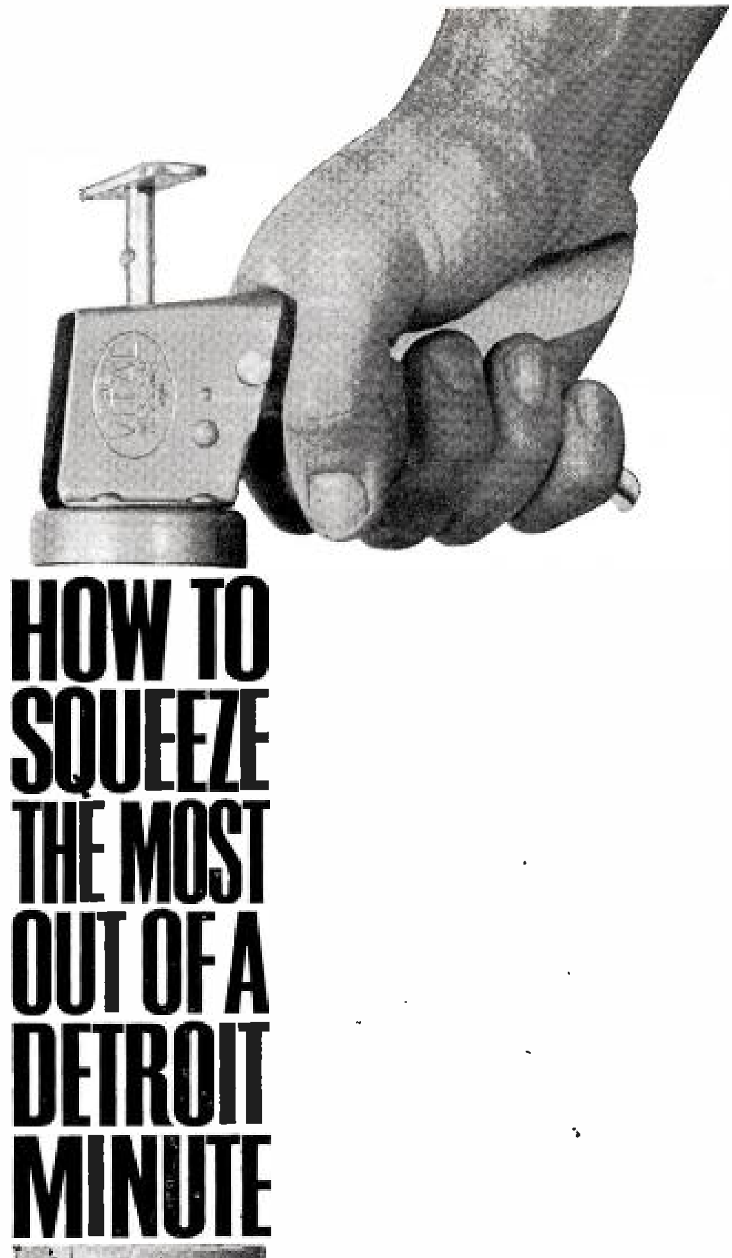
"If the CATV had contracts with the TV stations to carry their programs, this would, even under the FCC's present definition, make them common carriers," he declared.

And, he added, the commission has said that it doesn't intend to regulate rates or service; it would leave that to the states. This implies that the FCC considers CATV's common carriers under state law, but not under federal law, he said, which should not be permitted.

Daniel P. Ohlbaum, deputy general counsel of the FCC, emphasized that CATV's do not, as regular common carriers do, carry the "goods" of others. Common carriers, he said, not only hold themselves out to serve the public, but actually carry material given to them by customers. CATV's, however, he said, do the choosing themselves of what TV stations and what programs will be fed to subscribers. This takes them out of the common carrier classification, and puts them into the broadcasting category.

Stanley S. Neustadt, representing Rollins Broadcasting, noted that Rollins will make the decision as to what programs will be sent to subscribers.

The argument was heard by Circuit Judges John A. Danaher, Wilber K. Miller and Harold Leventhal.



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations have earned the **approval** of their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 39 years. And home ownership by The Detroit News.

Because of this **approval,** the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit Minute is to spend it on the WWJ Stations. Whether you sell hardware or soft drinks.

WWJ and WWJ-TV

THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

one of the most optimistic forecasters of CATV's future, suggesting that 80% of television homes might be connected to systems if the service is allowed to grow in major cities.

He viewed the New York franchise victory as having precedental importance in the country, especially in so far as it was a defeat for the phone company. With these grants, he said, other large cities would move ahead with franchise grants, regardless of phone company interest in lease-back arrangements and "delaying tactics."

No Precedent ▪ Eric Nelson, associate general counsel of the New York Telephone Co., who presented the phone company's argument to the board of estimate, denied there was anything precedent-setting about the New York grants. He argued that New York City has an unusual franchise case on the basis of the Empire Subway situation.

CATV Enterprises, principally owned by television producer Theodore Granik, expects to begin installing its Riverdale system within 90 days and will have its promotional plans and marketing effort outlined in a month.

Ira Kamen, executive vice president of CATV Enterprises, said the high population density of apartment dwellers in the area assigned to his company would enable it to make original installations at a cost of only $80 per subscriber. In its most attractive area, he said, it will pass 1,000 potential customers per quarter-mile of ground cable.

The applications of other petitioners for New York franchises were referred by the board of estimate back to the city's franchise bureau. These were RKO General Inc. (denied on the grounds of its ownership of a New York TV station, WOR-TV), Teleglobe Cosmotronics Corp., Cosmos Industries and Skiatron Electronics & Television Corp. Reasons given for denial of further applications were either lack of adequate financing or lack of qualified personnel.

However, the office of Deputy Mayor-City Administrator John Connorton, which had been asked by lame-duck Mayor Robert Wagner to expedite the franchise matter with new recommendations, suggested that other boroughs of the city be zoned for CATV operation and that other franchise applications be considered in the future. These would have to come into operation on the same terms as the initial antenna operators.

A hard line or hands off?

Argument over CATV regulation continues with AMST and NCTA as chief sparring partners

Proponents and opponents of proposals for strict new government regulation of the burgeoning community antenna television industry returned to the fray last week, swapping allegations, facts and opinions in the fourth round of comments in a proceeding that began last April.

The length of the grind appears to be taking its toll. Only 11 comments were filed (there was a blizzard of filings in previous rounds), and some of those merely restated arguments made before.

Last week's comments were filed with the Federal Communications Commission in reply to those filed in September in an inquiry seeking advice on future regulatory policy (BROADCASTING, Oct. 4). Previous rounds dealt with the commission's proposal to extend to non-microwave-served CATV's the same nonduplication and carriage requirements that were adopted in April for microwave-served systems.

Currently at issue, in addition to those requirements, are such questions as whether the commission should set limits to the distance a CATV can import a signal, prohibit program origination and pay-television operations by CATV's and establish technical standards for cable operations.

AMST vs. NCTA ▪ As in the past, the Association of Maximum Service Telecasters took the lead in advocating a hard-line approach to CATV regulation, while the National Community Television Association argued for a hands-off approach.

AMST, which represents some 160 stations, most of them in large markets, restated its position that the commission should ban the importation of distant signals by CATV's if it wants to prevent the "destruction" of the table of allocations and the impairment of free local television service.

AMST would permit CATV's to carry the signals of only those stations putting a grade B or better signal over the community. This goes further than some others, like ABC and Westinghouse Broadcasting Co., which would bar distant signals only from large, multi-station markets. Steinman Stations, in a separate filing, generally followed AMST's position.

The association, in warning against the conversion of CATV to pay-television operation, disputed the frequently voiced argument of CATV spokesmen that CATV systems are technically incompatible with pay-TV operations.

The association provided an engineering report by A.D. Ring & Associates which said that all three existing pay-television systems are compatible with CATV, and that the costs for conversion would not be "excessive." All that is needed, said AMST, is an encoder at one end of the system and a decoder at the other.

(NCTA officials, however, said last week this argument misses the point. They said CATV operators who have considered pay television are not interested in any "existing" system, but rather in a two-way system, which would permit subscribers to order programs from the system's headquarters directly through their receivers. And present CATV's, they say, cannot be adapted to that kind of system without considerable expense.)

AMST and CATV forces continued their debate over the financial health of the television industry. CATV spokesmen have asserted that the proposals for strict regulation of CATV are made by television broadcasters who are seeking to protect "lush" profits.

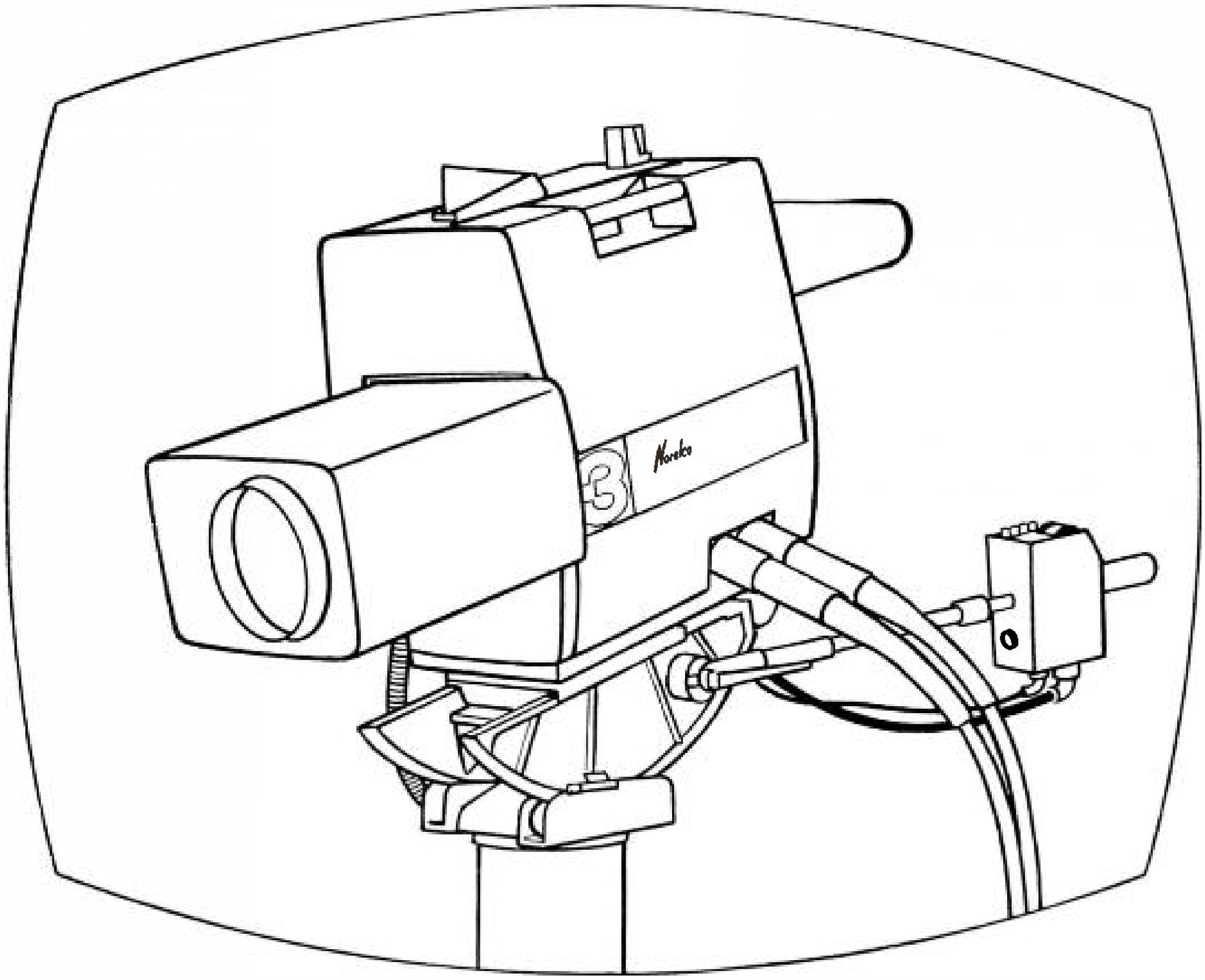
What's 'Lush'? ▪ AMST said profits aren't "lush," since 17% of the commercial television stations lost money in 1964. It also said that 30% either lost money or reported profits of $50,000 or less and that 40% either lost money or reported pre-tax profits of $100,000 or less. AMST described the financial picture of stations in one-station of two-station markets are particularly bleak.

NCTA, however, read the FCC-supplied figures another way. It said that broadcasters had a 1964 net income before federal taxes of $415.6 million, on gross revenues of $1.8 billion. It said more than 100 stations showed profits of more than $1 million.

The question of CATV's impact on television stations is one of many issues NCTA says is unresolved and should be aired in an evidentiary hearing. NCTA said the commission should institute such a hearing to "test under oath" the various conflicting statements of broadcasters and CATV operators.

Triangle Publications Inc. also urged an evidentiary hearing. Triangle, with

COLOR IT FAITHFUL



The revolutionary Plumbicon television camera tube was designed after years of development work supported by original research on "spectroscopically pure" lead compounds at Philips Research Laboratories division of North American Philips Company in Briarcliff, New York.

Color cameras utilizing these amazing tubes are now in production and are manufactured at the Studio Equipment operation in Mount Vernon, New York. Many of these cameras now have more on-air time than any other *modern* color camera in network operational use. The results of this breakthrough have been quoted as the most spectacular improvement in home color television reception—a significant stimulus to viewer, set maker and advertiser alike.

Out of this research and development depth, constant improvements are being made. Color fidelity has now been greatly improved over the amazing results thousands have already witnessed.

With the magic of these new cameras, you too can *Color it Faithful!*

Norelco Plumbicon Cameras are manufactured in Mt. Vernon, N.Y.

Norelco® STUDIO EQUIPMENT

NORTH AMERICAN PHILIPS COMPANY, INC.
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Represented nationally by Visual Electronics Corporation, 356 West 40th Street, New York, N. Y. 10018 interests in both television and CATV, is keeping a record of categories of facts on which spokesmen for the two industries, FCC officials and members of Congress disagree. In its reply last week, Triangle said it had added 12 categories to the 25 it had listed in its comments.

ABC, WBC and WIRL-TV Peoria, Ill., however, said the commission shouldn't wait before acting to stop the proliferation of unregulated CATV's. They urged the adoption of interim rules to prevent what they said would be the impairment of local service. ABC and WBC have urged the commission to assume jurisdiction over all CATV's.

WIRL-TV asserted that local franchising authorities are not heeding the commission's suggestion to delay grants to CATV applicants until it decides its future policy. The commission made the suggestion in the order initiating the current inquiry.

NCTA sought to taunt those broadcasters who have warned of the dangers CATV poses to present commission policies by asserting that "when Moses decended from Mt. Sinai, he did not hold in his hands the Table of Allocations."

But, in any event, NCTA said, there is no proof that CATV's have had a detrimental effect on local television. It explained that the National Association of Broadcasters and AMST are simply trying to obtain "complete insulation against competition. . . contrary to the expressly applicable antitrust laws."

Work Against Themselves ▪ NCTA warned broadcasters who advocate tight controls on CATV that they may be laying the basis for commission action against themselves. "The very same arguments can be relied upon by the commission, with equal justification, to assume jurisdiction directly over the broadcast networks and to restrict the practices of the latter and even of individual TV stations with respect to programing "and other aspects of operation," NCTA said.

Smith & Pepper, Washington communications law firm with a large CATV practice, restated the CATV industry's long-held position that if the commission is to adopt rules it should not apply them across the board but on a case-by-case basis.

The firm said protection should not be given to stations already "reaping fat harvests because of their favored position," adding that the standards developed in the current proceeding should be designed to encourage development of independent UHF and VHF stations. If this is not done, it said, the "predominant position" of network-affiliated stations will remain.

Community Television Inc., which has CATV interests in the mountain states, said CATV represents an important source of potential for investment in UHF television. But that source will "vanish" if "stern repressive measures are adopted against CATV," Community warned.

It's unlikely, Community said, that a CATV operator will risk funds in UHF if the commission takes actions that strike, "at the roots" of that venture capital.

TV libraries started at two universities

Two of the three academic branches of the National Library of Television have opened as collective repositories, it was announced last week by the project's organizer, the Academy of Television Arts and Sciences Foundation (BROADCASTING, May 17).

Both the American University in Washington and New York University have signed agreements with Robert F. Lewine, Academy president, to establish TV-show collections documenting TV's history on their campuses. Within a few weeks The University of California at Los Angeles is expected to become the third branch of the library.

Each library will build identical files containing TV film, kinescopes, video tapes, literature, designs, and equipment as supplied by the TV networks, major studios, organizations and individuals.

Changing hands

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 76).

▪ KCEY Turlock, Calif.: Sold by KTUR Inc. (Donald J. Sherman, rep) to Paul and Ruth Henning for $180,000, with seller agreeing not to compete for five years. Mr. Henning has been involved in the creation and production of television series, including *Beverly Hillbillies, Petticoat Junction* and *Green Acres*. KCEY began operation in October 1949, operates fulltime on 1390 kc with 5 kw.

▪ KJAY Sacramento, Calif.: Sold by Robert W. and Eleanor Dumm, John R. Dumm and Janet Dumm Jenkins to Jack L. Powell and Alyce M. Powell for $150,000. The FCC action includes waiver of three-year holding rule. The Dumms bought KJAY in July 1964. The station went on the air in May 1963, and operates daytime on 1430 kc with 500 w.

TV-radio penetration praised by Humphrey

Vice President Hubert H. Humphrey last week predicted that the day would come when "we can leapfrog barriers of isolation and illiteracy through television, to a degree unimagined today."

Speaking at the U.S. Information Agency's annual honor awards ceremony in Washington, the Vice President cited "the great possibilities of closed-circuit and other television." He also noted the use already being made of radio receivers.

"Given its present rate of development, the possibility for man's communication with man promises to be almost unlimited in the years ahead," he said, adding: "Then, your USIA responsibilities will be even greater than they are today."

TV asks to intervene in AT&T rate inquiry

The three major television networks, ABC, CBS and NBC, last week filed petitions with the FCC for authority to intervene in the commission's investigation of the rates charged by AT&T and the associated Bell Sytem companies for interstate and foreign communications service (BROADCASTING, Nov. 1).

The networks were expected to intervene in the rate inquiry because of the possibility it could bring higher line charges for the relaying of video and audio signals (CLOSED CIRCUIT, Nov. 22).

The three networks said that because of the extensive use they make of the interstate services provided by AT&T they are in a position to be of assistance to the commission in this proceeding. ABC said it was charged more than $12 million by AT&T for services in 1964. NBC said it pays AT&T more than $15 million a year.

Others who requested to intervene were Sports Network Inc., NBC Television Affiliates and RCA Communications Inc. SNI said it should be allowed to intervene because of its position as an independent network with problems unrelated to those of the major networks and users of AT&T services. As an example Sports Network said it is forced to purchase eight-hour-per-day blocks when it uses only a fraction of that time for its programing.

Broadcasters are concerned about the inquiry because it could mean an increase in some rate categories. An AT&T cost study, on which the commission staff based its recommendation for an inquiry, indicated a wide disparity in rate of profits among seven categories of service. Telephone, for instance, brought a profit return of 10%, while a miscellaneous category which includes broadcasting services produced a return of less than 1%.

The commission indicated that if AT&T is underpricing some services by charging higher rates for services in which it has a monopoly, a realignment of charges might be in order.

Late applications to draw FCC fines

The FCC has served notice that it intends to levy fines on license-renewal applicants who miss their filing deadlines (CLOSED CIRCUIT, Nov. 22). The policy goes into effect with applicants due to file by March 1, 1966.

The commission, in a statement last week, said the step is being taken to facilitiate the processing of the 300-400 renewal applications which are filed every two months.

"The late filing of renewal applications has added needless burdens on the prompt and orderly processing of these applications," the commission said.

Applications are due in the commission offices 90 days before licenses expire. The commission urged broadcasters to file on time to allow the full 90-day interval for processing of the application.

Media reports . . .

Anonymous gift ▪ WRCU, the student-operated campus radio station at Colgate University, Hamilton, N. Y., has received an anonymous donation of equipment valued at over $6,000. The gift includes a tube tester, receiver, power supply, frequency meter and oscilloscope.

Study grant ▪ The Connecticut Broadcasters Association in September 1966 will begin a $1,000 scholarship grant for students interested in broadcasting or allied fields at the University of Connecticut. Upon entering undergraduate studies, the recipient will receive $250 yearly.

'Unblemished' record cited in Lerma case

An FCC hearing examiner has recommended clearing Angel Lerma Maler, a Spanish-language television producer, of charges that he attempted to deceive the commission in connection with the production and circulation of documents reflecting adversely on KMEX-TV (ch. 34) Los Angeles.

Examiner Walther Guenther made the recommendation in an initial decision looking to the granting of a construction permit for a new television station on channel 40 in Fontana, Calif., near San Bernardino, to International Panorama TV Inc., of which Mr. Lerma is a 75% owner.

Mr. Guenther based his decision on the absence of hard proof against Mr. Lerma as well as on Mr. Lerma's "unblemished" record. Mr. Lerma is president and a major stockholder of Panorama Latino Inc., producer of *Panorama Latino*, which is seen on KCOP(TV) Los Angeles.

International's application for channel 40 was designated for hearing after KMEX-TV petitioned the commission to deny it. The commission's Broadcast Bureau, in its proposed findings, recommended a denial of the application. (BROADCASTING, Aug. 30)

Letters ▪ At issue are letters disparaging KMEX-TV which were signed with fictitious names and sent to the commission and the station's advertisers, as well as an "altered" summary report regarding UHF-set conversions in the Los Angeles area. The original report was prepared by the Associated Research Co., and indicated a low rate of set conversions.

Alexander G. Golomb, an employe of Panorama Latino, has admitted writing and mailing the letters, producing the "altered" summary report and then circulating it among Los Angeles advertising agencies. But the question was the extent of Mr. Lerma's involvement in those activities.

Examiner Guenther said that the evidence that Mr. Lerma bore any responsibility was "wholly circumstantial" and that it was outweighed by Mr. Lerma's sworn statements that Mr. Golomb acted on his own, without the knowledge or consent of his employer. Mr. Golomb gave the same testimony.

In according the weight he did to Mr. Lerma's statements, the examiner noted the "unchallenged character attestations of record as to his unblemished reputation for truth and veracity." These factors, together with Mr. Lerma's "demeanor" and other evidence on the record, "when viewed in their totality and intricate relationship," the examiner said, "absolve Mr. Lerma of the responsibility for the actions of Mr. Golomb."

No Motive ▪ The examiner pointed to what he considered an apparent lack of motive for Mr. Lerma to have instigated a "clandestine" attack against the KMEX-TV UHF-conversion report, for instance, would have hurt Mr. Lerma's proposed UHF station as much as KMEX-TV, the examiner noted. However, he also said that the record as to motive renders International's case neither more nor less credible. He said it played no part in his ultimate conclusion.

The examiner also suggested that the language difficulties of Mr. Lerma, who arrived in the U.S. from Argentina in 1946, and of other foreign-born witnesses in the hearing may have been responsible in part for some of the allegations of misrepresentations.

"To hold a person unfit to be a broadcast licensee," the examiner said, "the decision must rest upon affirmative conclusions of such person's deliberate intention to mislead the commission or of such person's carelessness (in the nature of willfulness and wantonness) in misleading the commission . . ."

He said that no such conclusion could be drawn in this instance.

Controversial items on FCC agenda

The FCC was back to full strength for the first time in two months last week, with the return to Washington of Commissioner Rosel H. Hyde. He had been serving as vice chairman of the U. S. delegation to the International Telecommunication Conference in Montreux, Switzerland (see page 71).

His return means the commission will be able to turn to a number of controversial items that have been deferred because of his absence. One scheduled for action Dec. 15 is on what sanctions should be imposed on five broadcast stations caught up in the commission's campaign against overcommercialization. Others are a proposed revision of the program-reporting form for television, and proposed reorganization of the commission's Broadcast Bureau.

Another one involves the proposed transfer of control of WLBT(TV) Jackson, Miss., to Lamar Life Insurance Co., the former parent of the station's licensee corporation. The station is now operating under a one-year license renewal, imposed as a sanction after the commission concluded WLBT had discriminated against Negroes in its programing.

NAB reports sharp rise in code stations

Between Aug. 15 and Oct. 15, 52 stations were added to the National Association of Broadcasters radio code roster and 24 stations were withdrawn. In the same period three stations joined the TV code and none withdrew.

Radio additions: KAFF Flagstaff, Ariz.; KBBA Benton, KOSE-AM-FM Osceola, KPCA Marked Tree, KVOM Morrilton, and KWYN Wynne, all Arkansas; KUDE Oceanside, KUDU-AM-FM Ventura and KWG Stockton, all California; WINI Murphreysboro and WMCW Harvard, both Illinois; WSBT-FM South Bend, Ind.; WIFE Indianapolis; WLOD Pompano Beach and WWOG(FM) Boca Raton, both Florida; KANS Larned, KFLA-AM-FM Scott City and KUPK-AM-FM Garden City, all Kansas; KLUV Haynesville, La.; WLMD Laurel, Md.; WXOX Bay City, Mich.; KLMS Lincoln, KLOL Lincoln, KOIL-AM-FM Omaha and KNLV Ord, all Nebraska; KQEO Albuquerque, KRRR Ruidoso and KGAK Gallup, all New Mexico; WCMC-AM-FM Wildwood, N.J.; WELV Ellenville, WLNG Sag Harbor and WOSC-AM-FM Fulton, all New York; KEYD Oakes, N.D.; WBNO Bryan, Ohio; KVIN Vinita, Okla.; KGRL Bend, Ore.; WRAK-AM-FM Williamsport, Pa.; WBRU(FM) Providence, R.I.; WNCG and WKTM(FM), both North Charleston, S.C.; WKRM Columbia, Tenn.; KECK Odessa, Tex.; KISN Vancouver, Wash., and WBEV Beaver Dam, Wis.

Radio withdrawals: KRCK Ridgecrest, Calif.; KOLR Sterling, Colo.; WINT Winter Haven and WROD Daytona Beach, both Florida; WCSJ Morris and WCRA-AM-FM Effingham, both Illinois; KCMB-FM Wichita, Kan.; KCAP Helena, Mont.; WVIP-AM-FM Mt. Kisco, N.Y.; WPTL Canton, N.C.; KHRT Minot, N.D.; WMVR-AM-FM Sidney, Ohio; KTLQ Tahlequah, Okla.; WGBI-AM-FM Scranton, WQTW Latrobe and WWPA Williamsport, all Pennsylvania; WEKR Fayetteville, Tenn.; KURA Moab, Utah; WCFV Clifton Forge, Va., and KBKW Aberdeen, Wash.

Television stations added: WKBS(TV) Burlington, N.J.-Philadelphia, WPHL-TV Philadelphia, and WCEE-TV Freeport-Rockford, Ill.

Desilu upheld in tax case

Some of the financial intricacies of the CBS-Desilu Productions Inc. arrangement on the *Lucy-Desi* programs of five and more years ago were disclosed in a ruling by a U. S. Tax Court judge last week that Desilu was right in counting as capital gains the $750,000 it received from CBS when the network bought the 13 shows in 1962.

Judge Howard A. Dawson, Jr. ruled that the history of Desilu showed that it was principally in the business of renting film shows to TV and that the sale of the 13 "jumbos" was not a regular business practice of Desilu Productions.

The case was appealed to the Tax Court when the Internal Revenue Service disallowed Desilu's income tax listing of the $750,000 as capital gains. It claimed that Desilu owed $122,630.31 more in income tax for the fiscal year ended April 28, 1962.

In a corollary ruling, Judge Dawson held that Desilu properly depreciated the 13 films in the year of their sale because the amount realized exceeded the adjusted basis of the shows at the beginning of the year.

The decision related that in 1957 CBS granted to Desilu the right to use the *I Love Lucy* format, which it had acquired in 1956 when the network sold back its 24% interest in Desilu for the $1 million it had paid. In return Desilu agreed to pay CBS 35% of the profits realized from these films, and granted CBS the exclusive right to distribute the films after Desilu itself had rented them on a first-run basis. For its distribution service, CBS was to receive fees ranging from 5% of the gross income to 35%.

Thirteen Lucy-Desi shows were shown on CBS during the fiscal years 1958, 1959 and 1960, sponsored by Ford Motor Co. and Westinghouse Electric Co. Desilu received a total of $5,175,390 in these three years for the 13 shows, and accrued $65,000 of rental income from their exhibition in six Australian cities.

It cost Desilu $4,657,386.48 to produce and telecast the 13 shows, giving it a total net income of $1,224,933.02.

The Tax Court decision recounts the sometimes acrimonious meetings between Desi Arnaz and Spencer Harrison, then CBS vice president in charge of business affairs: Mr. Arnaz, after the last network run in June 1960, proposed several "packages" for syndication, some in conjunction with the 20 *Desilu Playhouse* programs. Mr. Harrison did not seem interested, it appears, and at one point offered to buy out Desilu's interest in the shows for $1 million. Mr. Arnaz maintained they were worth $2¼ million. A meeting with CBS Chairman William S. Paley failed to lead to a solution.

In 1961, Mr. Harrison informed Mr. Arnaz that CBS would be willing to sell its 35% interest for $750,000. The Desilu board declined, however, to accept this offer. In late 1961, Don Sharpe, personal TV agency for Lucille Ball, president of Desilu Productions, and for Mr. Arnaz, began discussions with Benton & Bowles to have General Foods sponsor the syndication of the 13 shows. This resulted in an offer to sponsor the program in the summer of 1962 at a licensing fee of $47,500 per show, which Mr. Arnaz thought was too low. He relayed this information to Mr. Harrison, however, and Mr. Harrison thought it was a good offer. An argument again ensued, resulting in Mr. Harrison again offering to buy the 13 shows, but this time for $750,000. Although still not satisfied with the offer, Mr. Arnaz relayed the offer to the Desilu board which recommended acceptance.

At the final agreement, CBS agreed at Mr. Arnaz's insistence to pay Desilu an additional $500,000, payable only out of 50% of CBS's profits in excess of $1 million from future distribution of the shows.

CATV registers stock with SEC

CATV of Rockford Inc., Rockford, Ill., has filed a statement with the Securities & Exchange Commission seeking registration of 18,500 class A common shares to be offered to the public at $18 a share. Initially the stock will be offered to residents of Illinois in maximum amounts of 400 shares each. The stock offering is not underwritten.

The company was organized last year to operate a community antenna television system in the Rockford-Loves Park, Ill. areas. The firm would own and operate its own headend and microwave relay facilities and has requested cable circuits from the Illinois Bell Telephone Co.

CATV of Rockford (Harley E. Swanson, president) is one of several applicants for a franchise in the Rockford-Loves Park area, Others are Rockford Community Television Inc. (owned by WREX-TV Rockford [Gannett newspapers] and Central Illinois Electric & Gas

Co.), H&B American Corp., Beverly Hills, Calif., and Unicom Inc., New York, a subsidiary of the Katz Agency Inc.

Proceeds from the sale of stock will be used to construct and maintain the system during its first three years of operation.

The company also has outstanding 1,600 class B common shares. A total of 14,400 class B shares have been subscribed by the promoters of the company at $12 a share.

Reeves earnings up 25% in nine months

Reeves Broadcasting Corp. has reported increasing operating profits and revenue in the first nine months of 1965. Reeves owns two TV stations (WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va.), a studio division, a land development division, community antenna TV systems, and during the year bought WITH-AM-FM Baltimore for $1 million and WKEE-AM-FM Huntington, W. Va. for $475,000.

The firm has invested almost $1 million in new color equipment for its TV tape recording department and is conducting negotiations whereby it will build and own 70% of a CATV system in the Uniontown, Pa., area, according to J. Drayton Hastie, president.

Nine months ended Sept. 30:

	1965	1964
Earnings per share	$0.50	$0.40
Gross revenue	4,293,000	3,809,500
Pretax income	526,600	404,600
Net operating profit (Excluding nonrecurring credits)	266,900	206,900
Cash earnings (net profit from operations after taxes plus depreciation)	736,700	586,200

Warner Bros. recovers from '64's loss

Warner Bros. Pictures Inc., New York, at the close of its fiscal year ended Aug. 31, reported a recovery from 1964's net loss, with earnings of 95 cents a share.

Warner's film rental income was $56,326,000 from theatrical exhibition, $20,474,000 from TV exhibition, and $20,295,000 from record, music and other sources, along with dividends from foreign subsidiaries not consolidated of $772,000, as compared to 1964's fiscal figures: $36,373,000, $21,105,000, $15,783,000 and $706,000 respectively.

Year ended Aug. 31:

	1965	1964
Earned per share	$0.95	....
Net income (loss)	4,663,000	(3,861,000)
Federal income tax	3,900,000	4,300,000
Shares outstanding	4,877,552	4,850,052

20th Century-Fox up 58% in nine months

20th Century-Fox Film Corp., with an eight-fold boost in revenues from TV series rentals, issued a nine-month financial statement last week showing earnings up 58% over the first three quarters of 1964.

Third-quarter earnings for the company were $1.05 a share compared to 61 cents a share in 1964's third period.

The current prime-time network television season began with seven-and-one-half of programing per week produced by 20th Century. Two new shows, *The Batman* and *Blue Light*, will increase the company's network total to nine hours in January.

Nine months ended Sept. 25:

	1965	1964
Earned per share	$3.12	$1.98
Gross income	110,951,000	71,214,000
Feature film and short subject rentals (TV included)	83,999,000	65,557,000
Film series rental to TV	21,572,000	2,532,000
Other income	5,380,000	3,125,000
Pretax earnings	10,867,000	7,008,000
Net earnings	8,773,000	5,559,000

Four Star has loss in 1st quarter

Gross income dropped for the first quarter of the current fiscal year at Four Star Television, Hollywood. The income loss is largely due to a shift in sales of projected shares to first-run syndication for individual stations (the syndication sales are not included in income until a show has been produced) and is due to the cancellation of *Amos Burke—Secret Agent* after 17 episodes which caused a higher amortization of costs in the reporting period.

As a result of the emphasis on syndication sales, approximately $700,000 in sales during the current fiscal year was not included in income for the first quarter, according to Thomas J. McDermott, president, and George A. Elber, executive vice president.

Thirteen weeks ended Sept. 25:

	1965	1964
Earnings per share*	($0.15)	$0.15
Income	3,972,030	4,341,389
Costs and expenses	4,073,285	4,242,952
Net income (loss)	(101,255)	98,437

*Based on 655,950 shares outstanding

You ain't seen nothin' yet

If 1965 is proving to be a record year for color TV set sales, just wait until 1966 when nearly four million color sets will be sold by the industry, Leonard C. Truesdell, president of Zenith Sales Corp., told the company's distributor meeting in Chicago last week. Zenith's color sales in November ran at a rate double last year, he reported, and 60% of all sales were for the big 25-inch tube size sets.

Predicting that color set demand will continue to outstrip production next year, Mr. Truesdell said the sales of black-and-white sets also will continue very high. He predicted that the industry will again sell eight million monochrome sets, equal to this year's record pace.

Record year predicted for Screen Gems

Record sales and earnings for Screen Gems' fiscal year which ends in late September 1966 were predicted by Jerome S. Hyams, executive vice president and general manager of SG, at the company's annual meeting of stockholders in New York last week.

He cited two areas of concentration that will contribute to Screen Gems' success during the year: an increased emphasis on West Coast production, which already has resulted in a 50% rise in the number of prime time network shows, and an expansion in the diversified activities of SG, including broadcast station commercials, and audience and consumer research divisions.

Paramount per share earnings down $1.94

Per share earnings for Paramount Pictures Corp. for the third quarter of 1965 dropped $1.94 from the comparable period last year. The company's net income was down $3 million from 1964.

Paramount is currently pressing an antitrust suit against Herbert J. Siegel, president, Baldwin-Montrose Chemical Corp., and an associate, Broadway producer Ernest H. Martin (see page 60).

Three months ended Oct. 2:

	1965	1964
Earnings per share	$0.17	$2.11
Shares outstanding	1,591,006	1,568,656

Decca becomes MCA division

Decca Records will become a division of MCA Inc. on Jan. 1 following the action of MCA's board of directors which adopted a plan of merger Nov. 26. MCA owns 95% of Decca Records and has offered to buy the remaining 5% for $48.50 a share. Decca Records owns 93% of Universal Pictures Inc. Decca's 1964 total revenue, including sales of its Universal Pictures subsidiary, was $107 million. MCA's 1964 revenue, including Decca's gross, was $196 million.

The voice of today and tomorrow

Those who can, do. Those who can, teach. A contradiction? Not in the case of Lehman Engel. For Mr. Engel, be he conducting an overture or conducting a class, is the guiding force behind a whole new musical generation. At the BMI Musical Theater Workshop, Mr. Engel unselfishly devotes his time to developing new talent for Broadway. Here beginners can learn from the experience of this extraordinary conductor-composer-arranger. BMI is proud of Lehman Engel for sharing his insight to help shape the music of tomorrow. It is with deep pleasure that we license his compositions for public performance.

Among Mr. Engel's works are the operas "The Soldier" and "Malady of Love"; Symphonies No. 1 and No. 2; music for the original productions of many plays including "Middle of the Night", "A Streetcar Named Desire", "The Time of Your Life", "The Wisteria Trees". He has conducted more than one hundred Broadway musical productions.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE.

BMI

BROADCAST MUSIC, INC.

Laser takes TV pictures in total darkness

ITS APPLICATION FOR COMMERCIAL TV UNEVALUATED

A laser television system that can pick up pictures in total darkness was announced last week by Perkin-Elmer, manufacturer of scientific instruments, Norwalk, Conn.

"Subjects even in complete darkness appear on the TV screen as if in daylight brightness," the announcement said. "Picture quality is exceptionally sharp and clear."

The announcement stressed that the system is still in the laboratory stage. "While the device may have specialized use in commercial TV studios," it continued, "this application remains to be evaluated by industry experts."

One possible broadcast use foreseen by the company was in spot news reporting. Other potential applications were seen in aircraft all-weather landing systems, covert surveillance by law-enforcement agencies, spacecraft landings and scientific study of nocturnal habits of animals.

Broadcast engineers queried about the announcement took a cautious view of its prospects in commercial TV, suggesting that if it has applications in broadcasting they are more likely to be long-range rather than near-term.

Color TV ▪ Some also noted that in view of the current rush to color TV, its limitations in broadcasting may be much greater than they would have been some years ago, although they did not discount the possibility of "ultimately" developing a three-laser system to handle color.

Perkin-Elmer authorities said later that they had already done some experimental work, with "reasonably good" color reproduction, using two rather than three lasers—one combining blue and green and one using the red light laser employed in the current laboratory model. Color experimentation, they said, has been limited to film thus far.

One broadcast engineering expert described it as being "in effect, a return to the old flying spot scanner." He said it "has possibilities of tremendous picture resolution," and suggested that it holds long-range potential as a kinescope recording device.

The system, unlike conventional TV cameras, has no image orthicon tube. It uses a laser light transmitter and a reflected-energy receiver. The red light beam of a Perkin-Elmer helium-neon gas laser scans the subject through a pair of rotating, diamond-faceted mirrors, and light energy is reflected from the subject back to the receiver, which is contained in the same unit as the laser transmitter.

The fast line sweep of the transmitter laser beam is synchronized with the electron beam of a standard TV receiver, and the reflected energy controls the intensity of the electron beam, forming the image in the picture tube. The laser beam itself is virtually invisible.

ABC-TV buys 10 VTR's

ABC-TV has awarded a $900,000 contract to Ampex Corp., Redwood City, Calif., for 10 high-band color Videotape recorders.

The current order for VR-2000's brings the number of such recorders in use by network to 17. The new units will be used in studio work and in mobile vans in both New York and Hollywood.

RCA's laser beam debut set for Gemini 7

RCA's supersensitive light detector, developed at its David Sarnoff Research Laboratories, Princeton, N. J., as a step toward practical laser communications (BROADCASTING, Oct. 11), was to have been orbited with Gemini 7 last Saturday (Dec. 4) in a trial-run experiment.

Dr. James Vollmer, RCA project manager, described the test as an attempt to contact earth from the orbiting spacecraft by using the narrow, intense laser light beam. The hand-held device, about as large as a home movie camera, was constructed for the National Aeronautics and Space Administration's Manned Spacecraft Center at Houston.

If this experiment proved successful, Dr. Vollmer indicated, it would show the astronauts' ability at aiming the device, stabilizing the spacecraft during maneuver, and determining the laser's penetration power through the atmosphere from space, while measuring the ability of the astronaut to see another laser beam directed toward him from earth. The entire effort, he explained, was "in no way an operational communications link," but purely a scientific experiment in atmospherics.

Ampex, Precision settle suits

Ampex Corp., Redwood City, Calif., electronic company which pioneered development of television tape recorders, has reached a final agreement with Precision Instruments Inc. of Palo Alto, Calif., settling part of nearly $7 million in suits and counter-suits now in court or pending appeal.

The Nov. 29 agreement will pay Precision $150,000 cash and give it royalty rights to certain contested patents. Approved by U. S. District Court Judge Lloyd H. Burke, the settlement annuls a $600,000 award to Precision in a September antitrust judgment decided against Ampex (BROADCASTING, Oct. 18, Sept. 27). At that time two complainants, MVR Corp. (then named Mach-Tronics) and Precision Instruments, were awarded treble damages of $600,000 each on grounds that Ampex had conspired to control the world market for TV tape recorders. The decision is being appealed by Ampex.

In a counter-suit decided two weeks ago, Ampex was awarded $20,000 from MVR on charges that MVR had pirated secrets and infringed Ampex's patent rights. Ampex originally had filed suit for $3 million damages. MVR was formed four years ago by Ampex project engineer Kurt Machein, who was soon joined by seven Ampex engineers and executives.

Ampex has announced it will continue its suit against MVR for the remaining $2,980,000 in a trial scheduled for March 7, 1966. MVR attorneys have stated that MVR will have nothing to do with the agreement reached between Ampex and Precision.

Air industry support for antenna-farm rule

The FCC antenna-farm proposal, which has been widely criticized by broadcasters, received support last week from the Aircraft Owners and Pilots Association in reply comments filed with the FCC.

The FCC proposal, which would require the grouping of tall broadcast towers in designated farm areas, is designed to accommodate tall towers and at the same time protect air safety (BROADCASTING, May 31).

The association said that comments of broadcasters give the impression that they believe a prerogative long held by the FCC is being needlessly given to the Federal Aviation Agency. However, the FAA was given authority to determine aeronautical hazards by Congress. The association said it is unaware of any case where the FCC disregarded a determination of hazard made by the FAA.

Broadcasters claim that the Federal Aviation Agency could, under the proposal, block a proposed antenna farm site by simply writing a letter to the FCC stating that the proposed site would constitute a hazard to air navigation. They claim that this procedure would give the FAA a veto power over site selection.

The association pointed to the past record of cooperation between broadcast and aviation interests. Aeronautical interests have, in general, regularly pointed out areas for tower locations that would have a minimum effect on aviation, the association said.

The association concluded that the antenna-farm proposal would be a joint undertaking by aviation and broadcast interests to achieve mutually desirable objectives.

The FCC last week, was requested to extend the deadline for reply comments on the proposal to Dec. 14. The request came from WCCO-TV KTCA-TV and KTCI-TV, all Minneapolis-St. Paul.

EIA supports tests on channel-sharing

The land mobile communications section of the Electronics Industries Association told the FCC last week that it would welcome field tests to determine the feasibility of TV channels being shared with land mobile radio users. The FCC initiated an inquiry concerning this question in March 1964.

The commission should implement a planned testing program in order to evaluate the results of laboratory findings, the association said. The association filing was in part an answer to earlier filings of the Association of Maximum Service Telecasters which has stated that the sharing of TV channels with land mobile services is not even theoretically possible (BROADCASTING, Aug. 9).

EIA said the apparent discord revolves around the question: "What is the ability of a TV receiver to discriminate against unwanted signals?" However, to answer this question definitions and methods of measurement must be agreed upon and the commission should take the lead in establishing measurement criteria, the association said.

In August Douglas Aircraft Co. filed an application with the FCC seeking a construction permit for an experimental low-power one-way paging system to operate on frequencies allocated to channel 6 in Los Angeles for television use. Douglas has asked that the question of frequency sharing be deferred until completion of its tests.

Also pending before the FCC is a petition from the National Association of Manufacturers proposing the shared use of TV channels 14 and 15 with the land mobile services on a geographical basis.

MPATI plea turned down

The FCC last week refused a request for reconsideration of its June 30 decision to deny the petition of the Midwest Program for Airborne Television Instruction Inc., for regular airborne operation on six UHF channels. The vote was 6 to 1 with Commissioner Kenneth A. Cox dissenting.

The commission, in its June 30 order, said it would permit MPATI to continue its experimental airborne operation on channels 72 and 76 for five years. It also said it would entertain applications for regular operation on six channels in the 2,500-2,690 mc band used for instructional television fixed service.

Unlighted radio tower brings $500 fine

In the first assessment of its kind the FCC last week issued a notice of apparent liability of $500 to KADY St. Louis for failure to maintain proper lighting for its broadcast tower.

The commission said it regards the failure to maintain required illumination as a serious matter and would have imposed a much greater forfeiture were it not for the licensee's financial condition. The illumination of towers is required where they constitute or there is reasonable possibility they may constitute a menace to air navigation, the commission said.

KADY, which has been off the air since February, has 30 days to contest or pay the forfeiture.

New season can start any time at ABC-TV

Network to break away from traditional pattern of starting all new shows in fall

A new concept of introducing new programs throughout the year, and thus perhaps eliminating the traditional one-fell-swoop introduction of an entire new season's schedule every fall, was reported last week by ABC-TV.

"Television has victimized itself by bringing about the unified premiere schedule among all three networks," President Thomas W. Moore asserted. "We are going to change that."

He said ABC-TV is going to launch "a new ABC-TV season" in January 1966, and other officials said it would be backed by advertising and promotion equal to that given any fall premiere season. They spoke in New York last Monday (Nov. 29) at the first of three regional meetings of ABC-TV affiliates.

In response to questions, ABC-TV authorities said the network's plan to change the three-network introduction patterns of the past did not necessarily mean that ABC-TV would not again introduce new programs at the same time as the CBS-TV and NBC-TV fall premieres.

Rather, they said, ABC-TV is thinking of "a constantly changing season." After the new "new season" starts in January, for example, other new programs would be introduced from time to time in a continuing process.

No Predictions ▪ Authorities acknowledged that the concept raises questions that cannot yet be answered, however, and said the extent to which "a constantly changing season" can be evolved is therefore difficult to predict.

That ABC-TV has not abandoned the idea of programing another new season next fall was made clear by Edgar J. Scherick, ABC vice president in charge of TV network programing, who said ABC-TV is spending some $7 million in program development for the 1966-67 season.

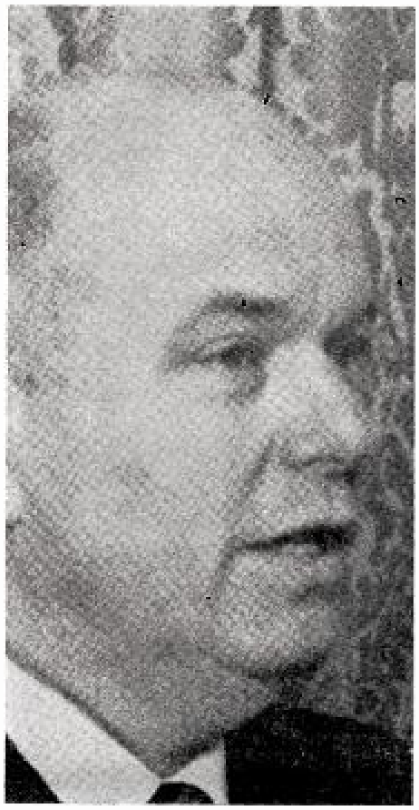
Approximately 30 new series are in development or in pilot production for ABC-TV in 1966-67 (BROADCASTING, Nov. 29).

Mr. Moore noted that four new shows would be introduced by ABC-TV in January: the twice-weekly *Batman*, *Code: Blue Light* starring Robert Goulet, *The Double Life of Henry Phyfe* with Red Buttons and *The Baron* with Steve Forrest (BROADCASTING, Nov. 15).

"This is a most exciting quartet of programs and we are sure they will bring new vitality and interest to television and to ABC-TV," Mr. Moore said. He said program shuffling had already strengthened ABC-TV's Monday and Friday night audiences.

ABC-TV has been lagging in the ratings this year but showed gains in the latest national Nielsen report (BROADCASTING, Nov. 29).

Promotion Planned ▪ Don Foley, ABC vice president in charge of advertising, said the new season in January would be given an advertising and promotional push "to equal any premiere season," including a co-op advertising program that would be both lively and compelling.



ABC-TV's Moore

James E. Duffy, ABC vice president in charge of TV network sales, said the current quarter, virtually sold out, is the best sales period in ABC-TV history and that the first quarter of 1966 is close to 90% sold out, well ahead of ABC-TV's position at this time a year ago.

Mr. Duffy said advertiser interest in the "new ABC-TV season" schedule is high, with the programs at or close to sold-out levels. ABC-TV's sports and news programs also are virtually sold out, he reported.

Edward Bleier, vice president in charge of daytime sales until his promotion late last month to ABC vice president in charge of public relations and planning for the broadcast division, reported strong gains in daytime audience and predicted these would be enhanced by the Dec. 20 introduction of *Supermarket Sweep* and *The Dating Game.*

"Both ABC-TV's Monday through Friday and weekend daytime schedules are virtually sold out," he said, "and with a basic economy that is extremely strong we look for healthy daytime busi- to continue on both the national and local levels."

Gains in news and sports programing were reported by Elmer W. Lower, president of ABC News, and Roone Arledge, vice president and executive producer of sports programs.

Some 80 ABC-TV affiliates attended the New York meeting, which was followed by one in San Francisco on Wednesday (Dec. 1) and in Chicago on Friday (Dec. 3).

GAC management group acquires company control

A management group at General Artists Corp., in association with an investor group, has acquired control of the company, it was announced last Thursday (Dec. 2) by Lawrence R. Barnett, GAC president-chairman.

The group purchased the entire GAC holdings of Baldwin-Montrose Chemical Co., consisting of 400,000 shares of common stock, amounting to approximately 70% of shares outstanding. The sales price was approximately $2 million.

The management group at GAC involved in the purchase consists of Buddy Howe, president of the personal appearance division; Herman Rush, president of the television division; Samuel C. Cohn, vice president and secretary, and Martin Baum, senior vice president. GAC, a leading talent agency, has offices in New York, Chicago, Las Vegas, Beverly Hills, London and Rome.

The sale of Baldwin-Montrose's control of GAC was interpreted as a vital factor in an antitrust suit filed by Paramount Pictures Corp. against two dissident directors, Herbert J. Siegel and Ernest H. Martin. Mr. Siegel is chairman, director, and owner of 21% of Baldwin-Montrose stock.

Paramount's management has contended that GAC is a competitor of Paramount and a substantial supplier of talent to Paramount. Accordingly, Paramount claims, Mr. Siegel is in violation of antitrust laws by allegedly representing another entertainment interest. Mr. Martin's connection with Broadway theatrical interests also places him in alleged violation of antitrust laws, according to Paramount.

Hearing in the Paramount suit against the two dissident directors is scheduled to begin today (Dec. 6) in the U. S. district court for the southern district of New York.

TV networks plan for new summer shows

The three TV networks are making plans to brighten their 1966 summer schedules.

ABC-TV will run two new British-made one-hour programs, *The Avengers* and *The Court Martial,* and has plans for a new variety show and another half-hour program. *The Avengers* stars Patrick McNee as a secret agent, while *The Court Martial*, with Bradford Dillman and Peter Graves, is a dramatic series about the army's judge advocate general's office in World War II.

NBC-TV said it would replace the *Dean Martin Show* next summer in the 10-11 p.m., EST, time slot with a new variety program—star not yet named. A nonvariety program, to be announced early next year, will be a summer fill in for *The Sammy Davis Show* which starts Jan. 7 (Fri., 8:30-9 p.m., EST).

At CBS-TV, Broadway and night club singer John Gary has been signed as host of a summer replacement program for the network's *Danny Kaye Show* (Wednesday, 10-11 p.m., EST). Mr. Gary, who increasingly will be seen on the Kaye show this season, will appear on 11 programs next summer.

Opposition to program rule

CBS, NBC say proposal requiring programs for independent TV's unneeded

An FCC proposal aimed at strengthening independent television stations by requiring networks to make "a good-faith effort" to provide them with programing was roundly denounced by NBC and CBS last week.

The networks, in comments prepared for filing Friday (Dec. 3) in the rulemaking proceeding, said the proposed rule is unnecessary, would involve the commission in business negotiations better left to the stations and networks, and would constitute an unlawful extension of the agency's authority.

They also denounced a proposal, suggested in a notice of inquiry accompanying the rulemaking, to compel the networks to affiliate with, or offer programs "on a reasonably extensive basis to," stations in small markets within the service area of large-market affiliates.

The proposed rule, issued for comments last June (BROADCASTING, June 7), would require networks to make an affirmative effort to place on independent stations the programs their affiliates in the same market refuse to clear.

Good Faith ▪ Networks would have to alert independent stations to any uncleared programs in a market and then offer the programs "in good faith" and on reasonable terms."

The proposal is also designed to aid stations in markets overshadowed by large-market network stations. Networks would be required to make a good-faith effort to comply with an advertiser's request to place a program on those independent stations as well as the affiliates.

The rulemaking and notice of inquiry, which reflect the commission's long-standing concern with the need for providing independent stations, particularly UHF's, with network programing, was triggered by a petition filed by WUHF(TV) (ch. 18) Milwaukee (BROADCASTING, Feb. 24, 1964).

WUHF, in turn, acted largely because of an inability to reach satisfactory arrangements with NBC on obtaining programing that the network's Milwaukee affiliate, WTMJ-TV, refused to clear.

NBC and CBS, however, said the rule is unnecessary since they follow practices essentially similar to the commission's proposals. NBC said its disagreement with WUHF "was due entirely to the station's insistence on an unrealistic network rate."

All Markets ▪ NBC said that in every case where an affiliate failed to clear for a current series, the network offered it to other stations in the market. NBC also said it regularly attempts to place programs in every market ordered by a sponsor, even if there is no NBC affiliate in the market.

CBS said that in the current season it offered 36 different program series to one or more of 33 different nonaffiliated stations in markets of affiliates that refused to clear for the programs.

But if the FCC attempts to impose such practices as a legal requirement on networks, NBC said, it would be "thrusting itself into the process of negotiation of private agreements best left to the parties themselves."

NBC said the commission would become involved "in all phases of program clearance, including being required to promulgate rules covering all the many details of the affiliation process; to interpret those rules; and to waive those rules in individual cases."

CBS said the commission, under the rule, would be regulating networks directly—as program suppliers—and thus exercising an authority the network said the commission has consistently stated it does not have.

Burdensome ▪ CBS also said that, by "compelling" networks to make programs available, the rule would be more burdensome than common carrier type regulation. Furthermore, the network said, the commission, in passing on the

ARB preview

NBC came out first, CBS second and ABC third in the American Research Bureau's national prime-time television ratings report for Oct. 13-26. ARB said the report would be ready for release shortly, but network sources, who had been given advance copies, said average ratings and homes reached were as follows (7:30-11 p.m. EDT); NBC-TV 20.6 rating, 11,130,000 homes reached; CBS 20.2 rating, 10,940,000 homes; ABC 18.1 rating, 9,810,000 homes. The report also measured color-TV audiences, and was said to put NBC's average color rating at 30.2 as against 20.4 for CBS and 19.0 for ABC.

"reasonableness" of network offers to an independent station, would become deeply involved in rate regulation.

The network said the proposal to require networks to seek to place programs on small- as well as large-market stations if requested by an advertiser would "delegate to the advertiser complete control of determination as to program duplication."

CBS also said the commission lacks authority to issue regulations providing for "compulsory" affiliations. It added that the commission should permit the part that economics play in network-station contractural relations to continue to function.

AP distributing radio LP

Associated Press has advised radio station members that it will be producing a special 12-inch LP recording for station sale that would review the year's top news events. AP said initial response was "very good" and that the records will be ready for shipment Dec. 20. AP proposes to sell the recording to stations at $1.50 each, suggesting that stations resell the record for $2. AP said it would be "broadcast equivalent" to "The World in 1965," which is prepared by AP in book form and resold by member newspapers to interested readers.

Judge says his ban vulnerable

Admits injunction barring release of news could be reversed

A judge in Tucson, Ariz., who last month slapped a temporary injunction on local law enforcement agencies forbidding them to discuss a murder case with newsmen, said last week he felt the injunction could be successfully appealed.

Judge Richard N. Roylston of the Arizona Superior Court said Thursday (Dec. 2) that news media should investigate the possibility of obtaining a writ of prohibition in the state appellate court.

The judge's Nov. 22 injunction came at the request of the defense attorney for Charles Howard Schmid Jr., 23, who is charged with the murder of three Tucson girls. Judge Roylston said if the "quantity and quality" of news reports to that time continued, it could prejudice the defendant's case.

At the same time he turned down the defense attorney's request to prohibit news media from broadcasting or printing reports of the case. However, the judge put the media on notice, saying he would be open to a defense request at a later date to put curbs on news coverage.

Judge Roylston said he based his decision primarily on what he thinks higher courts will be "compelled" to do; that is set down guidelines for how much pretrial information newsmen should get.

In the temporary injunction request (a permanent injunction must be decided by a trial jury in Arizona and a date for such a trial has not been set), the defense attorney, William Tinney, had cited a September decision by the Arizona Court of Appeals which reversed a criminal conviction and cited pretrial publicity among its reasons. At that time the appellate court said it would "support any courageous bench who will step in and bar" pretrial publicity that may be prejudicial to pending cases.

Which Way? ▪ Although admitting he was on the horns of a dilemma, Judge Roylston said if he granted an injunction silencing both the media and law authorities "I'd be infringing on the rights of the press. If I don't, I'll be infringing on the rights of this defendant to an impartial trial jury. If news coverage is continued as it has been, the defendant's right to a free trial will be impaired. . . . I predict

Radio and TV barred from California courts

A California group composed primarily of judges and lawyers has slammed the door on TV and radio, and photographers, in the courtrooms of that state—and even in the corridors of courthouses during recesses.

The action was taken Nov. 26 by the California Judicial Council by a vote of 17 to 1 and in effect adopts the provisions of Canon 35 of the American Bar Association with some embellishments of its own. The council, established under a provision of the state constitution, consists of 12 members of the judiciary, four members of the state bar and two members of the legislature.

The single dissenting vote was cast by Assemblyman George A. Willson (D-Huntington Park) who is chairman of a legislative committee considering the problems of court access to news media. The legislative committee is scheduled to begin hearings this week.

Judge Gordon L. Files of the state district court of appeals (Los Angeles) was chairman of the council's committee on court management which recommended the action. He noted that photographs and broadcasting will be permitted from courtrooms after courts adjourn for the day, and during ceremonial occasions. He warned, however, that judges must keep "photographers and broadcasters from rushing down the aisles and elbowing their way to get at witnesses and defendants."

The ban, which becomes binding on all state courts Jan. 1, bars photography, recording for broadcasts and broadcasting within a courtroom while the court is in session or during any mid-morning or mid-afternoon recess. Photography and broadcasting at other times come under court limitations.

The council was prepared to issue the prohibitions six months ago, but withheld action when news media asked for a hearing.

The council's action brought immediate reaction from news media —and from a woman traffic judge.

In Los Angeles CBS's KNXT(TV) called the council's action a blow against "the people's right to know." It urged the legislative committee to make its own review and findings. It also recommended that a state constitutional revision commission consider limiting the powers of the judicial council.

Also in Los Angeles, Noel Cannon, traffic judge, declared she not only opposes the ban on television and newspaper photographers but believes they should be welcome at all trials, especially traffic court cases. Judge Cannon said that plans for a new traffic center, which she helped develop, provide for recessed TV positions separated from the courtroom proper by one-way glass to permit live coverage of courtroom proceedings.

that the high courts would interpret comment thus far in this case as a violation of rights."

A front-page editorial in the *Tucson Daily Citizen* charged the defense's complaint was based "solely on the quantity of news which has been printed and aired. . . [the defense attorney] did not even attempt to support, much less prove his assertion that because of the news coverage his client's rights would be 'irreparably damaged.' . . . The judge's orders represent a deliberate attempt to shut off primary sources of news. . ."

George Rosenberg, managing editor of the *Daily Citizen* wrote to the National Association of Broadcasters, Radio Television News Directors Association and other organizations, seeking their comments "for publication."

Bob Gamble, WFBM-AM-FM-TV Indianapolis, RTNDA president, said that association "deplores" the injunction. Restraining public officials from "disclosing any information regarding a pending murder trial has the effect of isolating public agencies from public scrutiny and contributing to irresponsible rumor in this case," Mr. Gamble said.

"A community is entitled to information regarding its welfare. The news media are constitutionally guaranteed the right of free press. Justice is not fostered in a vacuum. RTNDA is committed to the belief that the rights of free press and free trial can and must jointly prevail."

NAB Answering ▪ A spokesman for NAB said that organization would probably answer Mr. Rosenberg's request this week.

Gary Greenberg, news director of KVOA-TV Tucson, said that since the injunction was handed down there has been an "attitude of commiseration" among newsmen and that, if anything, the injunction has produced a feeling of unity among the media. He noted that media in Tucson have had "exceptionally good" relations with law enforcement agencies for some time.

He added that there was no feeling of politics entering into the judgment since judges are elected without party designation, although they run under party affiliation in the primary.

Newsmen have not suffered a complete blackout, however. Mr. Greenberg said the pretrial hearing has been covered in the courtroom. But Canon 35 of the American Bar Association is enforced in Arizona, so there have been no courtroom pictures or tapes.

Chicago Edict ▪ Meanwhile a similar ban, restricting comment by attorneys on pending cases, has developed in Chicago affecting news coverage. The U. S. district court there has issued a new rule limiting out-of-court comment by lawyers on the grounds such comment or explanation tends to cause rather than cure the confusion or suspicion in the public mind. The new rule came after the U. S. attorney in Chicago had criticized the light sentence given by the court in the case of a savings and loan officer found guilty of misappropriating $85,000. The court disclaimed any connection of the rule to the comment however.

Council complains about WXUR

WXUR Media, Pa., whose sale last March to a group headed by Dr. Carl McIntire was the center of considerable controversy, is continuing to spark protests.

The Media borough council has written the FCC relaying local residents' complaints about the station and asking the commission's position on telephone-interview programs, one of which was the cause of most of the protests about WXUR. The commission has not yet replied.

Residents complained that Tom Livezey, who conducts the program *Freedom of Speech,* between 3 and 4 p.m. daily used it to attack Negroes and then refused to "process to completion," as the borough council put it, calls in opposition to the station's position.

The borough council, in a letter signed by its solicitor, Howard F. Reed Jr., said that "within the context of free speech," it believes that any radio program inviting the public to participate by telephone should accord "equal treatment" to all callers.

The council also said it didn't know whether the complaints about the program fell within the commission's jurisdiction. If they do and the programs concerned "meet your test," the letter added, the council recognizes it should not ask for commission intervention.

The station is controlled by the Faith Theological Seminary, which is headed by Dr. McIntire. Civil rights groups, labor unions and church organizations which had been attacked by Dr. McIntire on his radio program had urged the commission to deny the application for transfer of control. The Media Chamber of Commerce had also opposed the sale.

John H. Norris, president and manager of the station, is the son of the Rev. John M. Norris, owner of WGCB Red Lion, Pa., who is seeking to have a federal court declare the FCC's fairness doctrine unconstitutional (BROADCASTING, Nov. 1, Sept. 27). John H. Norris is a minority owner of the Red Lion station.

John H. Norris has bowed to the public outcry in Media to the extent of transferring Mr. Livezey, at least temporarily, to WGCB. He also said *Freedom of Speech* program would be conducted by a moderator rather than a commentator, as Mr. Livezey was.

But in making the switch, Mr. Norris criticized the borough council's action in writing the commission as "apparent star chamber tactics." He denied allegations of local residents that the station is "bigoted."

He also criticized those in the area who were quoted in local newspapers as threatening to pressure the station's advertisers into removing their commercials. He said such tactics are identical to the ones used by the Ku Klux Klan in Bogalusa, La., to drive the WBOX owner to sell the station after he began urging the residents to support racial integration.

Radio series sales . . .

The Sound of Christmas Around the World (ACA Recording Studios): WEIM Fitchburg, Mass., WHEB Benton Harbor, Mich., and KNIT Abilene, Tex.

The Womanly Art of Self Defense (ACA Recording Studios): KGNC Amarillo, Tex.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): KMBC Kansas City, Mo.; WTRA Latrobe and WGRP Greenville, both Pennsylvania.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): WFSC Franklin, N. C.; KJNO Juneau, Alaska; WCWR Tarpon Springs, Fla.; WDGL Douglasville, Ga., and WFIS Fountain Inn, S. C.

Red Foley (Radiozark Enterprises Inc.): WFSC Franklin, N. C. and KPTL Carson City, Nev.

Strangest of All (Radiozark Enterprises Inc.): WRMS Beardstown, Ill.

Thirty Hours of Christmas (Triangle): KNIA Knoxville, Iowa: WVOX New Rochelle, N. Y., and WWST Wooster, Ohio.

Eight Days of Christmas (Triangle): WHLS Port Huron, Mich.; WMRO Aurora, Ill., and WFIN-FM Findlay, Ohio.

The Shadow (Charles Michelson): WJBK Detroit; KWSL Grand Junction, Colo.; WJPG Green Bay, Wis., and KMYO Little Rock, Ark.

The Green Hornet (Charles Michelson): KSNO Aspen, Colo.; WJBK Detroit; WJPG Green Bay, Wis., and WFGM Fitchburg, Mass.

The Clock and *The Sealed Book* (Charles Michelson): WJPG Green Bay, Wis.

Tips on Tots (Woroner Productions Inc.): WFVA Fredericksburg, Va.; WMUU Greenville, S. C.; KEPR Pasco, Wash., and WBIC Bayshore, N. Y.

Points on Pets (Woroner Productions Inc.): WBIC Bayshore, N. Y.

Close-Up (Woroner Productions Inc.): KSEO Durant and KVLH Pauls Valley, both Oklahoma; KRRV Sherman, Tex.; WLUX Baton Rouge; WBIC Bayshore, N. Y.; KBAT San Antonio, Tex., and WKMF Flint, Mich.

More for Your Money (Signal Productions): KOAG Arroyo Grande, Calif.; KGGM Albuquerque, N. M., and KTWO Casper, Wyo.

The World of Money (Signal Productions): KTWO Casper, Wyo.

L.A. AFTRA board approves dues hike

The local board of directors of the American Federation of TV and Radio Artists has approved a proposal for a temporary dues hike to raise more than $50.000 annually to defray costs of the strike against KPOL, presently in its eighth month.

The dues increase, which will affect the local's 6,500 members, now goes to the membership for approval or rejection, according to Tyler McVey, local AFTRA president.

A graduated scale provides a maximum increase of $25 per six-month dues period for members earning in excess of $50,000 annually, to a minimum of $2 per pay period for those earning under $2,000.

Cost of the strike has been reported in excess of $205,000 thus far.

At the same time, the board voted to discontinue the special assessment previously levied upon themselves by staff announcers, if the general membership dues increase is approved. The increase would be effective with the current pay period.

Musicians TV income up

Earnings by musicians, arrangers and copyists employed on TV films and feature motion pictures rose to almost $1,425,000 in the first six months of this year from $1,216,000 in the comparable 1964 period, according to the American Federation of Musicians.

The bulk of these increased earnings came from major-studio TV films, in which musicians earned almost $440,000 as compared with $219,000 in the first six months of 1964.

DPA looks at another group of new TV shows

Executives representing about 60 TV stations met at WFIL-TV Philadelphia last week to look over the second series of programs and ideas for programs submitted to the Development Program Associates.

The group, composed of station operators in the top markets, is attempting to stimulate the production of nonnetwork programs. Last week it saw presentations of new material from some 15 producers and syndicators. None of it has been offered before and much of it was in the idea stage, according to Tom Jones, WFIL-TV, president of DPA. About 65% of the offerings, he said, were in color.

At the group's first screening in Los Angeles last March (BROADCASTING, March 15), 21 programs were shown. Mr. Jones noted that as a result of that showing, *Stingray* was ordered by 20

TV puts damper on explosive situation

In the wake of the Nov. 22 bombings of homes of four Negro civil rights leaders in Charlotte, N. C., some fast thinking and some fast action by a local television station helped to quiet what might have been an explosive situation.

The news department of WSOC-TV Charlotte did its best to keep on top of the situation by reporting the incidents and reactions to them to its networks ABC-TV and NBC-TV. But, stressed Carroll McGaughey, WSOC-TV news director, "we actively sought means of illustrating and reporting, in a fashion as dramatic as the bombing itself, the community's real reaction" to this first major breach in the racial peace in the city since it began to desegregate in 1957.

To do this, Mr. McGaughey said, "on our own initiative, we called the mayor and said that we felt something dramatically would have to be done to prove the sincerity of such a statement. It was our department which suggested the cooperative physical rebuilding display the following morning at the damaged homes, and the multiple visits to the victims by community leaders."

The station, with the mayor's approval, organized the "barn-raising" by calling home builders and getting them to send their equipment and men to work on rebuilding the bombed homes. "The results of this overt show of community sympathy," Mr. McGaughey reported, "were at least partially the 'tool' which headed off a scheduled Negro neighborhood demonstration" in Charlotte that afternoon.

DPA members and subsequently put into syndication. He said members are committed to give their opinions on the material at the Philadelphia showing by Dec. 10. DPA members do not buy collectively. Purchases are made by individual stations.

Program notes . . .

New daytimer ▪ *Eye Game*, a new weekday game show in color with Bill Cullen as host, will begin on NBC-TV on Jan. 3, 1966 (10-10:25 a.m. EST).

Replacement ▪ The vacancy on CBS-TV's *What's My Line* panel created by the death of columnist Dorothy Kilgallen (BROADCASTING, Nov. 15) will be filled by "new faces" for the rest of this season, according to producer Mark Goodson, of Goodson-Todman Productions.

Mythical baseball ▪ Triangle Program Sales is syndicating *Dream World Series*, a two-hour and 15-minute radio program "recreating" the last game of a mythical world series between the all-time stars of the National and American baseball leagues. To recreate the game, records of the players involved were projected by computers at the Computer Center of Franklin Institute, Philadelphia. Les Keiter and Al Meltzer provide the commentary. The program was developed at Triangle's WFIL Philadelphia.

Format change ▪ NBC News' annual year-end world news appraisal, *Projection '66*, will be expanded to two hours and given a new format this year. The live colorcast on Dec. 26 (2-4 p.m., EST), ninth in the series, will show 11 NBC News correspondents from the Far East, Europe, Africa, South America and Washington, appearing before members of the Foreign Policy Association (a national nonpartisan, nonprofit organization). Each will evaluate 1965 events in his area, present his 1966 forecast and answer audience questions.

Step lively! ▪ A new weekly dance program, *Step This Way*, will begin on more than 20 stations in major markets throughout the country in January 1966 as part of a co-production agreement between Colgate-Palmolive Co., New York, and Triangle Stations. Colgate will sponsor the series in these markets. In other cities, the taped, half-hour program will be syndicated by Triangle Program Sales.

Sammy's director ▪ Clark Jones will direct the new *Sammy Davis Jr. Show*, musical-variety weekly series that begins Jan. 7 (8:30-9:30 p.m. EST) on NBC-TV.

Show swapping ▪ *The Young Set* (11 a.m.-12 p.m. daily) will be dropped by ABC-TV Dec. 20 and replaced by two half-hour game shows, *Supermarket Sweep* (11-11:30 a.m.) and *The Dating Game* (11:30 a.m.-12 p.m.).

'Journey' pilot ▪ Greenway Productions has started production of the pilot film for *Journey into Fear*, suspense-adventure series being produced in association with 20th Century-Fox Television for NBC-TV. Jeff Hunter stars in the series created by Eric Ambler. Joan Harrison is the producer.

Christmas music ▪ SESAC Recordings, New York, has introduced its "1965 Holiday Package" consisting of six LP's of holiday music. Stations will be able to purchase all six LP's, and get a bonus recording, or can purchase just three of the records.

Scholarship fund ▪ The Society of Motion Picture and Television Engineers has inaugurated a scholarship fund for undergraduate studies in the TV and photographic sciences. The fund's first pledge of $25,000 was presented by Saul Jeffee, president, Movielab Inc., New York. Scholarships will first be administered at the Rochester (N. Y.) Institute of Technology.

Muse debut ▪ National Educational Television will present a survey series, *U.S.A.*, beginning Dec. 12. The series will consist of two half-hour programs each week with one topic from the literary arts and one from the visual and musical arts.

Tennis anyone? ▪ Fremantle International has acquired TV-radio rights to the 1965 Davis Cup competition outside of Australia from the Lawn Tennis Association of Australia.

Architectural pilot ▪ The Southern (Texas) Regional Education Board in conjunction with the University of Texas is producing a pilot educational television program to demonstrate ETV's ability to enhance architectural study. The first installament is a 40-minute color film photographed on the campus of the University of Virginia. The film will be primarily used by the SREB in seeking additional funds to underwrite an entire series.

First Amendment ▪ Taft Broadcasting Co., Cincinnati, has begun the free distribution of its simulcast series, *Rights/Responsibilities*, after a preview showing to network officials and newsmen in New York. The four five-minute programs, delineating the First Amendment to the Constitution, are available to TV-radio stations, either in color, black-and-white or audio tape versions. The programs can be run in a package as a 20-minute program or presented separately. Taft and its station, WBRC-TV Birmingham, Ala., first previewed *Rights/Responsibilities* on Oct. 7 in Washington and in Birmingham (BROADCASTING, Oct. 11). Depending on initial reception, Taft said, future programs in the series will be developed.

New spots ▪ A new twist has been added to the U. S. Air Force's current series of television recruitment spots. The 45 five-minute programs are entitled *The Big Play* and feature plays from some of the most exciting National Football League games of recent years. Information on the series, designed for use in a fixed, scheduled time slot, can be obtained from the New York Office of Information, Office, Secretary of the Air Force, 663 Fifth Avenue, New York.

SNI basketball ▪ Sports Network Inc., New York, will feed live TV coverage of nine consecutive Saturday afternoon Athletic Association of Western University basketball games to a 19-station network in Oregon, Washington, California, Nevada, Idaho and Montana, beginning Jan. 8, 1966.

New distributor ▪ Harold J. Klein & Associates, New York, has been formed to distribute TV and theatrical properties in the U. S. and abroad. Mr. Klein had resigned as executive vice president and director of worldwide sales for ABC Films to form this company. Headquarters will be at 375 Park Avenue, New York.

Dubbing, anyone? ▪ Titan Productions, New York, has been formed to handle dubbing foreign films into English; post-synchronization, recording and editing. Paul Sandars Jr. and Steven Rozenfeld, both former executives with Titra Dubbing Co., have been named president and vice president respectively of Titan. Titra will no longer be active in dubbing, but will continue in its film laboratory activities and maintain a close relationship with Titan. Headquarters are at 1600 Broadway. Phone PLaza 7-6681.

'Talk' series ▪ Father Norman J. O'Connor, nationally known writer, commentator and jazz authority, will be host of a four-hour Sunday "talk" series on WEEI Boston, beginning Dec. 5 (2-6 p.m.). A former chaplain at Boston University, Father O'Connor is currently director of Paulist Communications, New York.

Railroader ▪ KETV(TV) Omaha, will present *The General Dodge Home*, a 30 minute historical documentary about General Grenville M. Dodge, the man who built the Union Pacific railroad. The show is scheduled for Sunday, Dec. 12 (7:30 p.m.).

New Sterling unit ▪ Sterling Movies U.S.A. Inc., New York, distributor of industrial films, has formed a new division, Creative Programing Services, to package programs for free use on commercial and educational TV stations, radio stations and in theaters. Robert E. Gurvitz, formerly head of the radio, TV and film department of the New York Stock Exchange, has been named president of the new division.

Far and wide ▪ Six reporter-cameraman teams from Time-Life Broadcast will originate television and radio reports from 17 Far Eastern countries over the next five months. Each two-man team will spend a month in its assigned area and will also work with Time-Life News Service correspondents in Tokyo, New Delhi, Saigon, Hong Kong, Bangkok and Sydney. All film reports will be in color. The reports will be carried on Time-Life stations: KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; WFBM-AM-FM-TV Indianapolis, and KERO-TV Bakersfield, Calif.

Hollywood producer ▪ Leo-Libra Productions has been formed in Hollywood by William L. Bates, real estate developer, to produce TV programs and has appointed Walter Lewcum to create and develop new projects. First is *Timeless Horizons*, a series of 26 half-hours being produced for network broadcast, of which 13 located in Latin America have already been completed, all in color. Address: 6347 Fountain Avenue, Hollywood. Phone: (213) 464-4422.

Dramatized book ▪ The fifth production of KHOU-TV Houston's *Houston Television Theater* will be an adaptation of the James Hulbert book "Noon on the Third Day." Adapted by Ira Allen, the plot revolves around a senator and his political machine. The program was filmed in the Houston-area and has a cast of 75 local actors and actresses.

Another art ▪ National Educational Television has entered a three-year creative project with Lincoln Center for the Performing Arts, aimed at developing TV shows as a *Stage 5* at New York's Lincoln Center. Under that title, six one-hour-or-more productions will be created by composers, choreographers or playwriters commissioned by Lincoln Center and then will be produced by NET for its 102 affiliated stations. First work is scheduled for telecast on Lincoln Center Day in September 1966, with subsequent editions following: one in 1966-67, two in 1967-68 and two in 1968-69 seasons.

Networks cover space flights

Comprehensive television and radio coverage of the U. S.'s most ambitious manned space flight experiments was scheduled to begin last Saturday (Dec. 4) and continue over a two-week period.

The planned orbit in Gemini-Titan 7 on Saturday was to be followed on about Dec. 13 by the launching of the Gemini-Titan 6. Rendezous maneuvers of the two capsules are set for Dec. 13 or 14. Live TV coverage of the two recovery operations (for Gemini 6 on Dec. 14 or 15 and for GT-7 on Dec. 18) is planned by the three networks.

The entire undertaking is a multi-network TV and radio pool with TV coverage of the launches in color.

Live TV pickups of the two recovery operations have been arranged through the cooperation of the National Aeronautics & Space Administration and the Department of Defense. The multi-network pool will use special equipment aboard the carrier USS Wasp by ITT in connection with the Communications Satellite Corp.

Scenes aboard the Wasp will be picked up by live cameras and transmitted to the Early Bird communications satellite via a ground station installed on the carrier by ITT.

Live coverage of the recoveries will be backed up by Videx, a system developed by ITT, to transmit still photos within minutes after an event occurs.

'Nightingale' tops 400 mark

Nightingale-Conant Corp.'s *Earl Nightingale* Program hit a new distribution high last week as additional sales of the syndicated radio series pushed the total markets to the 400 mark in the U. S., Canada and Australia. Last week's sales were to KDOT Scottsdale, Ariz.; WJCM Sebring, Fla.; WTOC Savannah, Ga.; KLWN Lawrence, Kan.; KOFO Ottawa, Kan.; KOBE Las Cruces, N. M.; WBLA Elizabethtown, N. C.; WHCC Waynesville, N. C., and WEEL Fairfax, Va.

Thomas firm, BBC plan travel series

Odyssey Productions, New York, and the British Broadcasting Corp. are financing a series of half-hour travel programs in color under the title *The World of Lowell Thomas.* Mr. Thomas, head of Odyssey, will be host and narrator. Production budget for the 39-episode package was estimated at about $2.7 million.

The series is scheduled to begin next fall on the BBC and also will be shown in this country at that time. It has not yet been determined whether network placement will be attempted here or whether the program will be syndicated. The BBC will share worldwide distribution income from the series.

WRUL plans for 'university of air'

Radio New York Worldwide (WRUL) is working on plans for a "university of the air" beamed to the Caribbean area, Ralf Brent, WRUL president, reported last week at the sixth annual Caribbean conference in Florida.

Mr. Brent said such a university in that area could carry courses in such subjects as economics, physics and sociology. WRUL's plan, he said, would be a package combination of shortwave radio, local rebroadcasts and possibly shipment of tapes.

To support such an educational effort, he explained, a new type of station may be needed—one supported by public funds, but also one that uses the good advertising practices of attractive programs, offers believable and understandable propositions, and requires audience participation.

In the Caribbean area, he indicated, "droves of transistor radios are carried by the people, and within 10 years the same may also be true of TV sets." With so widespread a reach, he said, the broadcaster need only choose his programing—entertainment, news or educational.

With an educational broadcaster, he said, worry begins with dull courses, whether on TV or radio, and "when the first ratings come out on his station he gets all shook up." By imitating commercial stations, Mr. Brent argued, he attempts to reach all of the community, and, as a result, programs feature films, discussion formats, etc. This, in turn, takes him out of the scope of education.

Educational broadcasters, he stated, have "bypassed the most urgent need to use these media to educate, in favor of becoming a persuasive political and social force in the community." The solution, he suggested, is a new station, "a truly public facility supported by public funds—taxes to be blunt—open as a public auditorium."

Mr. Brent pointed to lower-income countries which effectively use radio and TV more often to face pressing educational problems. The broadcast media, he said, can be "universal teaching machines," and it is "incomprehensible that they have not been better used" for creating the "educated society."

The entire WRUL project, he suggested, could not be tested in the United States until it has been proven elsewhere. He said the Caribbean was the likely place since it "has no indigenous center of learning."

FANFARE

Warm welcome brings business

Salutes to new firms result in good will and more ads for WSJS

Sometimes more than good programing and traditional sales efforts can drum up new business for a radio station.

Good old-fashioned hospitality is one approach that WSJS Winston-Salem, N. C., has found effective. WSJS stages its own version of "welcome wagon" when new businesses move into the area —a day of festivities with all the fixings of a gala grand opening combined with the casual air of an informal open house. In the last six months WSJS has supported 12 such salutes to business, and officials say the effort has provided several new accounts.

One case in point was a recent opening of a showroom by the local Bob Neill Pontiac agency. After the WSJS salute Bob Neill pumped up his advertising on the station by 35% and now has a regular schedule which takes 75% of his radio budget.

WSJS's version of the "welcome wagon" for Neill Pontiac included 500 mailed invitations and speeches by the mayor, a member of the better business bureau, the president of the chamber of commerce and leaders of local civic organizations.


Looking over proposed plans for opening day ceremonies are (l to r): Bob Neill, of Bob Neill Pontiac Agency; Richard Barron, assistant general manager of WSJS Winston-Salem, N. C., and Bob Williams, radio account executive for WSJS.

All speeches were arranged by WSJS and introduced by a station announcer as MC. Speeches and personal interviews were taped for broadcast on the station. All of them were finally presented to Mr. Neill as a souvenir.

Drumbeats . . .

One for one ▪ To further stimulate consumer interest in color television as well as to help boost the circulation of all-channel sets in the Chicago area, Polk Brothers, a major chain there, last week began a new "color TV exchange" promotion. Purchasers of monochrome sets now can get full money back until next May 15 with the purchase of a color set. Sol Polk, president of the company, said Wednesday his stores are expected to sell 20,000 black-and-white sets in December alone under the exchange plan.

Program promotions ▪ WKBS(TV) Burlington, N. J.-Philadelphia, has been using both the Philadelphia radio stations (WIBG, WIP, WCAU, WDAS, WPEN, WIFI[FM], and WQAL[FM]) and newspapers in promoting its programs this season. Besides the scheduled regulars, WKBS will feature several sports specials including 20 live collegiate basketball games to be seen from December through February.

Golden award ▪ Dr. Frank Stanton, president of CBS Inc., (r) is shown

above receiving the Gold Medal award from New York Deputy Mayor Edward F. Cavanagh. The award, considered one of New York's highest, was presented to Dr. Stanton in recognition of his contributions to the communications industry and the arts during his 30 years with CBS.

Color success ▪ The NBC-TV affiliated Kansas State Network (KARD-TV Wichita and its three satellites: KCKT [TV] Great Bent and KGLD[TV] Garden City, both Kansas, and KOMC[TV] McCook, Neb.) reported that color-TV set distributors have recorded increases in sales ranging from 151% to 350% over the previous year partially as a result of KSN's early season promotion of the NBC-TV color shows. Signs announcing the slogan "X marks the spot for KSN color" were placed in the stores of the more than 800 dealers who participated in the promotion by keeping their stores open late every evening of the first week of the season with color-TV sets tuned to the KSN stations.

Long longevity ▪ Fetzer Broadcasting Co. now has more than 50 members in its 10-year club, John E. Fetzer, president, announced last week. With three members of the WKZO-AM-TV Kalamazoo engineering corps, Jacob Rickli, Preston Forsythe and Maurice Winter, becoming members, the total membership reached 51. A total of 883 years of service is represented by the group, 16 members have been with the company over 20 years.

Matching Ford grant ▪ A $6-million, three-year fund-raising campaign has been started by noncommercial KCET (TV) Los Angeles. The need for an intensive drive was called crucial by the KCET management, to meet the Ford Foundation matching grant of 75 cents to the dollar, which ends at the end of 1965. The foundation will meet KCET's fund drive in 1966 with a matching grant of 50 cents to the dollar, up to $500,000.

Western pitch ▪ Chuck Blore Creative Services has produced a 10-minute sales promotion presentation for ABC Radio West to aid the network in selling advertising agencies on the effectiveness of western radio advertising. Jack H. Mann, ABC Radio western division vice president, coordinated the production with Vince Rowe, ABC West promotion manager, and Bill Hillinck, account executive.

Milestone Award ▪ Brigadier General David Sarnoff, chairman of RCA, by unaminous vote of executive board of Screen Producers Guild, has been voted next year's recipient of SPG's Milestone Award for his "historic contribution to the world of communications." The award will be presented March 6, 1966, at the Guild's annual awards dinner at the Beverly Hilton hotel, Beverly Hills, Calif.

Cheese cupcake ▪ In contrast to the usual ground-breaking crews, the young miss above is doing the honors for a new building at WKAJ Saratoga Springs, N. Y. The call letters are for the small

ground breaker Kimberly Alexandra Jones. Two-year-old Miss Jones is the daughter of Kent E. Jones (l), vice president of Community Radio of Saratoga, licensee of the station. John Farnam, president of Saratoga Springs chamber of commerce, assisted at the ground-breaking.

Britain leans to German color

TV advisory group recommends PAL system; Argentina impressed with U.S. color exhibit

In the international struggle over the color system to be used when a country begins providing color television service, Great Britain last week cast a large vote in favor of the German PAL (phase alternating line) system. Its television advisory committee to the postmaster general recommended to the House of Commons that the German system be adopted.

The National Television System Committee standards of the U. S. still are in the running, according to a spokesman for the U. S. Department of Commerce, but chances for holding Great Britain for NTSC standards seemed slim last week.

British spokesmen cautioned that color TV by any system is still a long way off for the country, and related that the final decision on the system to adopt would be made at the Consultative International Committee on Radio Communications (CCIR) at its meeting in Oslo, Norway, next June, when all three systems will be compared.

The postmaster general said that the government would adopt a 625-line screen, now in use by BBC-2, and eventually replace the BBC's 405-line system as well as that of the independent commercial broadcasters with 625-line systems.

At the same time the U.S. system was ahead, for the moment at least, of French system, SECAM (sequential with memory), before the Centro Argentino de Television in Buenos Aires.

The Buenos Aires event was an exhibition for the SECAM system, complete with monitors, transmitters and cameras, which U. S. representatives asked to attend, along with their own equipment and monitors.

The U. S. delivered, France didn't.

Department of Commerce spokesmen said that although the rush for color equipment in this country is "frantic," industry representatives were able to piece together a color film chain and 14 color receivers for a "tremendously successful presentation of our product."

He stressed that a push was not made to sell U. S. products, only to sell the system, telling its distinctive fine points and showing the type of color reproduction possible with its use. "The subjective impact of the demonstration left them agog," he said.

U. S. industry and the Electronics Industries Association presented a total of 14 papers on the NTSC system, as contrasted with only four papers on SECAM.

Color in Argentina, as in Great Britain, is several years away, the spokesman reported, but "it is important to show the ranking members of the government and the decision-makers in engineering the quality of our system so that they are aware that other systems exist before they make their choice."

The demonstration used closed-circuit over VHF channel 3 to show the color, since the government would not allow either transmission to be broadcast.

In addition to Argentines at the symposium, representatives of 14 U. S. companies, U. S. Department of Commerce, U. S. embassy and Argentine affiliates of U. S. industry attended—along with several representatives of France.

Stanton calls for less talk, more action

Dr. Frank Stanton, president of CBS Inc., would rather battle to break down barriers to the free exchange of information, the arts and education than appoint committees, hold conventions, and spend money (and manpower) in organizing. This is what he told a panel on cultural and intellectual cooperation at the White House Conference on International Cooperation meeting in Washington last week (see page 10).

Noting that of the committee's 64 recommendations in this field, 20 call for increasing or instituting government support for cultural and intellectual activities, and that half again call for more "congresses, conferences and meetings." Dr. Stanton said he doubted that the arts can be force-fed.

But, Dr. Stanton added, there is something governments can do. "They can promulgate and implement broad principles of freedom for all international flow of cultural activities and materials. . ."

The committee's recommendations along these lines, he continued, can be considered a cultural bill of rights. He urged the group to work for revision of the "restrictive anachronisms" in the copyright law, the repeal of export taxes and import tariffs on cultural and intellectual material, the removal of quota restrictions on cultural materials and of all censorship barriers and adoption of preferential rates for educational materials.

North American radio-TV union

similar plan to that now operating in other areas urged at White House meet

Proposals to establish a North American Broadcasting Union and a Voice of Peace agency under the auspices of the United Nations were made last week. The recommendations were among suggestions promulgated at the White House Conference on International Cooperation held in Washington.

The suggestion that a North American union of broadcasters be established—similar to those now in existence in Europe, Latin-America, Asia and Africa—was made by a committee on cultural and intellectual exchange. Heading this committee were three co-chairmen: Norman Cousins, *Saturday Review*; Luther H. Evans, Columbia University, and John F. White, National Educational Television. Mr. White, who was chairman and sole member of the radio and television subcommittee, has made this proposal previously to broadcast groups.

The only active broadcaster who worked with this committee was William B. Quarton, WMT-AM-FM-TV Cedar Rapids, Iowa, listed as a consultant.

The establishment of a Voice of Peace entity was the single recommendation made by a committee on communications. This committee headed by Harold Geneen, ITT president, included

General David Sarnoff, RCA; Frederick R. Kappel, AT&T; Mr. Quarton, and Palmer Hoyt, *Denver Post*. FCC Commissioner Lee Loevinger was one of the five government consultants to this group.

The Washington conference was attended by more than 2,000 people who discussed the reports of the 30 committees. The committees were named by a National Citizens Commission on International Cooperation appointed by President Johnson early this year.

Union Purpose ▪ The group, which recommended the organization of a North American broadcast unit among other suggestions, said: "Such a union would facilitate negotiations for an exchange of television and radio broadcast materials, whether as films or tape, or as live transmissions via satellite."

Although U. S. broadcasters do not belong to any international union, the National Association of Broadcasters does have a committee on international broadcasting. Chairman is John S. Hayes, Post-Newsweek Stations.

Representing U. S. broadcasters at meetings of the Inter-American Association of Broadcasters, the Latin-American union, has been Herbert E. Evans, Peoples Broadcasting Co.

The cultural and intellectual group also recommended that the U. S. take the initiative in establishing an international film festival to be held biennally in Washington (alternating with one in Moscow); government support through financial assistance or public endorsement by high government officials of U. S. participation in major art, crafts, film, television and music festivals and exhibitions throughout the world; a conference of chief editors of foreign and American newspapers and magazines.

Instant Broadcasting ▪ With the advent of communications satellites, a worldwide network "that can make instantaneous video as well as audio communications" possible is a definite eventuality, the committee on communications reported.

It also called for an international system of broadcasting, especially for television.

The basic recommendation by the communications unit was that the United States propose the establishment of a United Nations agency "to act as a world source of knowledge and reference for the collection, communication and dissemination of all types of information useful for peaceful purposes through the world."

Recommending that the agency be called the Voice of Peace, the committee suggested that it be based on the presently existing international communications facilities and enterprises.

New nations show muscle in ITU

They're becoming important force in the organization that oversees the allocations of world frequencies

The United States went to Montreux, Switzerland, for the plenipotentiary conference of the International Telecommunication Union with three main objectives. It succeeded partially in two, failed in one.

This is the opinion of FCC Commissioner Rosel H. Hyde, who was vice chairman of the U. S. delegation.

Mr. Hyde, a veteran of dozens of international conferences during his almost 20 years as a commissioner, related his experiences last week.

"We had three main recommendations," he said, "all designed to improve the efficiency of the ITU. One was to increase the power of the secretary general. The second was to place the International Frequency Registration Bureau under the supervision of a single director, instead of the 11-nation committee it now operates under. And the third was to revise the ITU 'convention' to make it more of a charter with general provisions.

"We weren't able to win over the conference to our proposals for the secretary general," he explained, "but we did succeed in reducing the IFRB to five nations, and the conference did name a committee to look into a revision of the treaty."

Early Questions ▪ The conference started off with two problems, Mr. Hyde explained. One was the resolution introduced by some of the African and Asian nations to expel the Union of South Africa from the meeting. The U. S. opposed this move on the ground that political questions should be taken up at the United Nations, not at a conference of a technical body. But the majority of the conference voted to expel South Africa.

A second problem, Mr. Hyde said, was the proposed move by Soviet bloc nations to question the credentials of Nationalist China. This was headed off in the credentials committee, Mr. Hyde said.

The U. S. viewpoint also prevailed, the FCC commissioner said, when the membership of the administrative council was increased from 25 to 29. The administrative council meets every year and is in actuality the body that runs ITU. The plenipotentiary conference meets only every seven years.

The one reaction Mr. Hyde came back with, he said, is that a small group of the major nations can no longer decide on what to do and then ramrod its proposals down the throats of all other nations.

There are now 129 countries that are members of ITU, Mr. Hyde explained, and 32 of them are newly emerging nations, jealous of their sovereignty, quick to bridle at implications

FCC's Hyde

of neo-colonialism, and acutely touchy on questions of racial discrimination.

"All nations, particularly the major nations, must be prepared to prove the wisdom and justice of their proposals," Mr. Hyde said. "And," he added, "they also must be flexible in their recommendations, taking into account the needs and rights of all other nations, particularly the smaller, developing countries."

The New Lineup ▪ New secretary general of ITU is Dr. Manohar B. Sarwate of India, who was deputy secretary general under Gerald C. Gross, former FCC engineer. Mr. Gross had a five-year term as secretary-general. New deputy secretary-general is Mohamed E. Mili of Tunisia.

The IFRB governing board is now composed of the Soviet Union, Japan, Morocco, France and Argentina. This means that John H. Gayer, Nebraska consulting engineer, who has been the

American member of IFRB since 1953 and twice its chairman, leaves that post in two years which is when the reduction becomes effective.

Chairman of the U. S. delegation was Julius C. Holmes, State Department. Besides Mr. Hyde, the other vice chairman was C. W. Loeber, acting director, telecommunications division, State Department.

Abroad in brief . . .

Sold ▪ NBC International has reported that all its offerings, including new 1965-66 programing, have been sold to stations in Peru. Sales were made to channels 4 and 9 in Lima and interior stations. Programs included in the sale were *Dr. Kildare, Bonanza, Profiles in Courage, I Spy, Convoy, Californians, Astro Boy, Atom Ant and Get Smart.*

Canadian rep ▪ ABC International reported that it has been appointed sales representative for Skeena Broadcasters Ltd.'s Tall Totem Television System of British Columbia. ABC International will serve CFTK-TV Terrace Kitimat and its five repeater stations in Prince Rupert, Smithers, Burns Lake, Kildala and Kemano, all British Columbia.

Canadian set sales ▪ Radio and television set sales continue to increase in Canada. The Dominion Bureau of Statistics, Ottawa, reports that 445,419 Canadian-made radio sets were sold in the first six months of this year, compared with 363,299 in the same period last year. Largest gain was in automobile receivers, up from 221,716 in 1964, to 288,976 this year. Canadian-made television set sales totaled 219,759 units in the period, as against 199,571 in the first half of last year.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Harris

King Harris, executive VP of Campbell-Ewald Co., San Francisco, and head of agency's West Coast division, moves to Detroit headquarters to become director of divisional offices and member of operating committee, Jan. 1. **Ray S. Delman**, senior TV-radio producer at Detroit, appointed broadcast manager of C-E's West Coast division, Los Angeles, succeedings **Willard Hanes** upon Mr. Hanes' retirement Jan. 1.

Philip H. Cohen, creative director of American Tobacco Co., appointed advertising director.

Porter W. Jared, supervisor for Western Air Lines account elected VP of BBDO, Los Angeles. **Mary Afflick**, formerly associate creative director at Wade Advertising, Chicago, joins BBDO, as group creative director. **Jerry Rogers** joins BBDO, Chicago, as TV-radio producer.

Tom Tilson, VP and sales director, WNEW-TV New York, appointed sales manager, Metro TV Sales, New York. **Martin Connelly**, recently with WTTG (TV) Washington, succeeds Mr. Tilson as general sales manager. **Leonard Giarraputo**, account executive, WNEW-TV, appointed national sales manager. **Budd Meehan**, account executive for Metro TV Sales, and **Bernard Zeidman**, in sales service department, WNEW-TV, named account executives for WNEW-TV.

Mr. Boorom

Warren Boorom, assistant daytime sales manager for ABC-TV since Sept. 30, 1963, appointed director of daytime sales. Mr. Boorom assumes post formerly held by **Edward Bleier**, recently promoted to VP in charge of public relations and planning for broadcast division. Prior to joining ABC-TV, Mr. Boorom was with Metromedia Inc., New York, as VP, sales development of Foster & Kleiser division.

Robert G. Huthwaite, formerly media buyer with Young & Rubicam, Detroit, joins agency's Chicago office as account executive.

Dan Morrow, formerly with WFIL-AM-FM Philadelphia and WKDN-AM-FM Camden, N. J., appointed account executive at WRCP-AM-FM Philadelphia.

Alexander S. Dusek, producer-director at KYW-TV Philadelphia, named assistant advertising-sales promotion manager.

James Svehla, with sales staff of WMAQ-TV Chicago, promoted to account executive with NBC-TV Spot Sales, Chicago.

Rankin S. Lashmet, head of his own PR agency, joins WFLD(TV) Chicago as account executive.

Richard L. Chalmers, regional sales director for Radio Advertising Bureau, New York, named general sales manager of WPLM-AM-FM Plymouth, Mass.

Victor Main, with WBKB-TV Chicago, promoted to supervisor of traffic and communications.

Mr. Andrews

Alan H. Andrews Jr., radio-TV director at Creamer, Trowbridge & Case, Providence, R. I., elected VP.

John LaPick, creative supervisor, elected VP and associate creative director of Young & Rubicam, New York.

Robert Margulies, VP at Ted Bates & Co., New York, elected senior VP. **Philip L. Smith**, account supervisor at Bates, elected VP.

Alfred L. Meyers, for 15 years with

RAB elects officers and new board members

Harold Krelstein, Plough Stations, Memphis, re-elected chairman of board of Radio Advertising Bureau at meeting Wednesday in Scottsdale, Ariz. **Lester M. Smith**, KJR Seattle, was re-elected chairman of executive committee, and **Roger W. Clipp**, Triangle Stations, chairman of finance committee.

Miles David was re-elected president, **Robert H. Alter** sales vice president, **William D. Shaw** of KSFO San Francisco, secretary. **Louis Read**, WDSU New Orleans, was elected treasurer, and **Howard E. Brahm** of RAB staff was named assistant secretary-treasurer to succeed **Philip Schloeder Jr.**, who is resigning to move to Pacific Northwest, effective Jan. 1.

New members elected to RAB board were **Arthur W. Carlson**, Susquehanna Stations, York, Pa.; **Thomas C. Harrison**, Blair Radio, and **Philip Spencer**, WCSS Amsterdam, New York. Retiring board members, **Robert E. Eastman** of station representation firm bearing his name and **Charles C. Smith** of WDEC Americus, Ga., and Mr. Schloeder as retiring assistant secretary-treasurer, were voted commendations for their services.

film production firms in New York, joins Post-Keyes-Gardner, Chicago, as television producer.

Gary Floyd, production manager for WTOL-TV Toledo, Ohio, named account executive.

James S. Harrison, program director of KWIZ-AM-FM Santa Ana, Calif., appointed account executive.

Mr. Foll

Charles Foll, account supervisor at McCann - Erickson, San Francisco, appointed VP.

Jerome A. Friedland, associate director of marketing and research, D. P. Brother & Co., Detroit, promoted to director of research and marketing, succeeding **Robert Riordan** who resigned to join Falstaff Brewing Co., St. Louis, as director of marketing information.

Ann Adam, media buyer at Eisaman, Johns & Laws, Los Angeles, joins Reach-McClinton & Co., that city, as media executive.

Dan C. Clements, with advertising department at Northrop Nortronics, Palos Verdes, Calif., joins Bowes Co., Los Angeles, as advertising copywriter.

Irwin Nemet, previously head of his own design firm, appointed assistant art director at Kane, Light, Gladney Inc., New York.

Mr. Seiden

Henry Seiden, VP and creative director for Marschalk Co., New York, joins Grey Advertising there as VP and associate creative director.

John L. Taylor, account supervisor at Benton & Bowles, New York, elected VP.

Robert Young, formerly account executive at Burston-Marsteller Associates, Chicago, joins Waldie & Briggs there as PR director.

Waldemar H. Alexander, with Fuller & Smith & Ross, Chicago, joins Lilienfeld & Co. there as merchandising director.

M. Kathleen Ring named art director at Stemmler, Bartram, Fisher & Payne, St. Louis.

Philip M. Michel, in management training program at WMAL-AM-FM-TV Washington, named account executive for WMAL-FM.

Bryce Benedict, local sales manager of KAKE-TV Wichita, Kan., named general TV sales manager of KAKE-TV and KUPK(TV) Garden City, Kan. **Bob Walterscheid,** sales representative of KAKE-TV, replaces Mr. Benedict as local sales manager.

Mr. Stevens

Mr. Rohrer

Graham Rohrer, VP and senior account director at Needham, Harper & Steers, New York, named director of account executive department. **Stacy Stevens,** VP and senior account director, NH&S, that city, appointed director of business affairs.

MEDIA

E. William George, VP and general manager of KGER Long Beach, Calif., named general manager KBTN Cable TV Inc., Neosho, Mo., and assistant general manager of Community Service Radio Group, Neosho, which operates KBTN Neosho and KSWM Aurora, Mo., KOSG Pawhuska and KTLQ Tahlequah, both Oklahoma, and KCLR Ralls, Tex.

Robert L. Loos, Dubuque, Iowa, elected chairman of North Central CATV Association. Other officers: **Gene S. Grengs,** Eau Claire, Wis., VP; **H. Clifford Kroon,** Mankato, Minn., secretary-treasurer.

Harold E. Green, with Foster & Kleiser division of Metromedia, New York, named assistant comptroller of Metromedia and manager, electronic data processing division. **Russell Hallenberg,** EDP manager of CBS-TV in Los Angeles, named assistant manager, Metromedia's EDP division, New York. **Mario P. Catuogno,** with Marsh & McLennan, New York insurance firm, appointed administrator, insurance and retirement plans, Metromedia, New York. **Tom McLemore,** in insurance and retirement plans, now responsible for expanding corporate accounting functions for Metromedia, New York.

Carol McDonald named traffic manager at WKMI-AM-FM Kalamazoo, Mich.

Merrill H. Clough, VP of Cowles Communications, New York, elected

NAFB elects Stephens

George Stephens, KCMO-AM-TV Kansas City, elected president of National Association of Farm Broadcasters succeeding **Orion Samuelson,** WGN-AM-TV Chicago. Other new officers: VP, **Bob Nance,** WMT Cedar Rapids, Iowa; secretary-treasurer, **Ray Wilkinson,** WRAL-TV Raleigh, N.C., and historian, **Frank Raymond,** WDVA Danville, Va. Elected regional VP's: Northeast, **George Haefner,** WHAM Rochester, N.Y.; Southeast, **Jay Kent,** WSB Atlanta; East North Central, **Ben Werk,** WHOF Canton, Ohio; West North Central, **Orrie Kerwood,** KSOO Sioux Falls, S.D.; West South Central, **Ed Wilkes,** KFYO Lubbock, Tex.; Mid-South, **Jack Crowner,** WAVE Louisville; Pacific Southwest, **Jim Todd,** KFI Los Angeles; Pacific Northwest, **Greg Click,** KOMO Seattle, and Canada, **George Atkins,** CBC Toronto. New chairman of associate members is **Stan Torgerson,** WMC Memphis. NAFB's top merit award for 1965 was presented to **George Biggar,** for dozen years owner-manager of WLBK DeKalb, Ill., who began farm broadcasting on WLS Chicago in 1924.

Bruce Robertson retiring; Gelman to head Hollywood bureau

Bruce Robertson, senior editor of BROADCASTING in Hollywood, will retire Dec. 31 after 31 years with the magazine. He will be succeeded by **Morris J. Gelman,** now associate editor of *Television* Magazine in New York.

Mr. Robertson, a native of Chicago and graduate of Northwestern University, joined BROADCASTING as a correspondent in Chicago in 1934, after the magazine had absorbed *Broadcast Advertising,* a publication he had edited. He became BROADCASTING's Chicago bureau chief in 1936 and head of the magazine's New York editorial operations the next year.

In New York Mr. Robertson covered the business headquarters of radio in its years of big-show glamour and of television from its early developments through its post-World-War-II boom. He was promoted to senior editor in the publication's Washington headquarters in 1954 and during that assignment won a Jesse H. Neal award, presented annually by the American Business Press for distinguished business journalism.

Mr. Robertson has been BROADCASTING's chief editorial executive in the West since January 1957. He is currently vice president of the Hollywood Advertising Club; secretary of the Radio, Television, Recording and Advertising Charities of Hollywood; publicity chairman for the Los Angeles chapter of the Broadcast Pioneers and a member of the Catholic Press Council and the National Academy of Television Arts and Sciences.

Mr. Robertson

Mr. Gelman

Mr. Robertson was honored last Friday night (Dec. 3) at a dinner dance of the Southern California Broadcasters Association at the Beverly Hills hotel.

After his retirement Mr. Robertson will begin work on a long-planned project, an encyclopedia of broadcasting, with occasional breaks for travel. He has scheduled a European tour next spring.

Back Again ▪ Mr. Gelman, who replaces Mr. Robertson as BROADCASTING's senior editor in Hollywood, will be returning to familiar scenes. Although he was born and spent his childhood in New York, he went to school at Santa Monica, Calif., City College and graduated from the University of California at Los Angeles.

After college and military service Mr. Gelman returned to New York and worked as a reporter for the *New York Post,* the *Brooklyn Eagle* and *The Theatre* Magazine. He joined the New York editorial staff of BROADCASTING in December 1960 and was transferred to *Television* Magazine in November 1961. Mr. Gelman has written many major articles for *Television,* including a comprehensive report on Hollywood film production in the magazine's September 1963 issue.

Mr. Gelman is married and has two sons, ages 1 and 5.

treasurer.

Bill Clarke, station manager at KGNC-TV Amarillo, Tex., joins CATV division of Mesa Petroleum Co., Amarillo.

J. E. Wolfe, Cleveland, Miss., elected president of Mississippi CATV Association. Others elected: **Frank Evans,** Grenada, VP; **Lucille Fennell,** Clarksdale, secretary-treasurer.

Joe Benes, general manager, KGUD-AM-FM Santa Barbara, Calif., joins KMUZ(FM), there, as VP and general manager.

PROGRAMING

Buddy Young, publicity director at 20th Century-Fox, New York, appointed West Coast advertising-publicity coordinator for United Artists, Hollywood.

Jay J. Sheridan, independent producer, joins Fred A. Niles Communications Centers Inc., Chicago, as producer-director.

Pat Patterson appointed program director and **Bob DeCarlo** appointed assistant program director at WICE Providence, R.I.

James Phillips, TV executive with Warner Brothers, Burbank, Calif., named to newly created post of director of artist relations at CBS-TV, Hollywood.

Mr. Clamage

Lawrence M. Clamage, director of television department at Wayne State University, Detroit, appointed program manager of WDIO(TV) Duluth, Minn.

George Stone, NBC staff announcer in Chicago, joins WEFM(FM), there, as program director.

Robert Scott, assistant program director at WHN New York, named program manager of WFYI Mineola, N.Y.

Harry E. Kisker, sports director with WCHN-AM-FM Norwich, N.Y., named program director.

Charles E. Crawford, farm director of WGBF Evansville, Ind., named program director.

R. Michael Nolan, with WLAV Grand Rapids, Mich., named sports director of WZZM-TV, there.

Elmer Bieser, independent distributor of film features, named southwest sales representative for Poole Productions, Greenville, S. C.

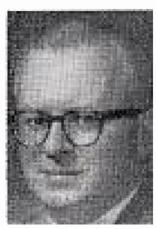
NEWS

Richard A. Rosse, assistant bureau chief at MBS, New York, named bureau chief, succeeding **Jack Allen,** now at WOR New York.

Roger Sharp, CBS executive news editor, New York, joins WNAC-TV Boston, as newsman.

Paul Morsch, news director of WKBH and WKBT(TV), both La Crosse, Wis., elected president of Wisconsin Associated Press Radio-TV Association. **Arthur Olszyk,** news editor with WTMJ-AM-TV Milwaukee, elected VP.

EQUIPMENT & ENGINEERING



Mr. Shanley

James F. Shanley, sales engineer for CATV E & E Systems Division of Jerrold Electronics, West Lafayette, Ind., named manager of central region of CATV Systems Division.

Albert C. Knapp, manager-engineering of General Electric Broadcasting Co. (WGY, WGFM[FM] and WRGB[TV], all Schenectady, N.Y.) will retire Dec. 31 after 35 years in broadcasting and 40 years with GE. In early days of broadcasting he was transmitter engineer for historic broadcasts to first Byrd Antarctic expedition.

Wendell B. Sell, president of Packard Bell Electronics Corp., Los Angeles, elected president of Western Electronic Manufacturers Association. He succeeds **William H. Heflin,** VP of Beckman & Whitley, San Carlos, Calif. Six VP's also elected: **John F. Bishop,** president, Dana Laboratories, Santa Ana, Calif.; **Kenneth W. Erickson,** VP and general manager, Kaman Nuclear, Colorado Springs; **Frank A. Thomas,** president, Exact Electronics, Hillsboro, Ore.; **Quentin G. Turner,** manager of administration, Motorola, Phoenix; **Andrew J. Unetic,** executive VP, Kinetics Corp., San Diego, and **Robert M. Ward,** president, Ultek Corp., Palo Alto, Calif.

Jerome M. Kelly, manager of advertising and public relations at electron tube division of Litton Industries, San Carlos, Calif., named manager of advertising and promotion for Memorex Corp., Santa Clara, Calif.

George Woody, staff engineer of educational television department, Office of Superintendent of Public Instruction, Springfield, Ill., appointed chief engineer of WDIO(TV) Duluth, Minn.

Charles Gustafson, with WLOI La Porte, Ind., appointed chief engineer of WKMI-AM-FM Kalamazoo, Mich.

FANFARE

Robert B. Wolcott Jr., head of his own PR firm in Los Angeles, named president of Public Relations Society of America.

Johnny Collins, disk jockey with WKMI-AM-FM Kalamazoo, Mich., named public service director.

Allen, Kratokvil retiring

Edward W. Allen Jr., chief engineer at FCC, and **Frank M. Kratokvil,** chief of FCC Field Engineering Bureau, with combined service record of 61 years at FCC, will retire Dec. 30.

Mr. Allen joined FCC in 1935 as assistant technical engineer. He became electrical engineer, radio engineer and in 1946, chief of technical information division (now technical research division). He was appointed chief engineer on June 27, 1951.

Mr. Kratokvil began his federal career in 1928 as radio inspector for Department of Commerce. He joined Federal Radio Commission in 1932 and in 1946 became chief of FCC Monitoring Branch. Four years later he became assistant chief of Field Engineering and Monitoring Division and on Aug. 1, 1964, was appointed to present position.

ALLIED FIELDS

Richard D. Lane, Midwest manager of American Research Bureau, Chicago, appointed assistant sales manager at Media Statistics Inc., that city. **Robert L. Owens,** manager, midwestern station services, succeeds Mr. Lane. **Alain Tessier,** account executive in ARB's Chicago office, promoted to midwestern sales manager. **Rudolph H. Nissley Jr.,** acting manager of Arbitron office, New York, promoted to manager.

James W. Bentley, station manager of KAAR(TV) San Diego, named director of overseas field operations with RTV International, New York, management consulting firm for mass communications.

Mr. Plesser

Tully Plesser, VP for market planning and research at Erwin Wasey, New York, named president of Cambridge Marketing Group, there, newly formed marketing and research projects company.

Donald L. Sandberg, with National Educational Television, New York, appointed director of field services for National Center for School and College Television at Indiana University, Bloomington.

Woody Klein, investigative correspondent with WCBS-TV New York, appointed news secretary by New York Mayor-Elect John V. Lindsay. Before going to WCBS-TV Mr. Klein for nine years was reporter for New York *World Telegram & Sun.*

INTERNATIONAL

Dorothy McCullum of Canadian Broadcasting Corp., Toronto, named business representative of CBC at New York, Washington and United Nations, succeeding **Fergus Mutrie,** appointed CBC representative in London.

J. Cronin named manager of creative services, including radio-TV production departments, of J. Walter Thompson Co. Ltd., Montreal.

D. W. Richardson, assistant general manager of Oak-Hart Manufacturing Ltd., Aurora, Ont., Canadian subsidiary of Oak Electro/Netics Corp., Crystal Lake, Ill., named VP and general manager.

DEATHS

William McK. Spierer, 52, VP and general manager of Copra Inc., public relations subsidiary of Tatham-Laird & Kudner, New York, died Nov. 28 of heart attack in Akron, Ohio, while on business trip. Mr. Spierer is survived by his wife, Leonora, and two daughters.

Mr. Smith

Douglas Y. Smith, 60, corporate vice president of RCA Electronic Components and Devices, died Nov. 29 after collapsing in RCA Building, New York. His responsibilities were in both domestic and international areas for electronic components and devices. Mr. Smith joined RCA in 1930, and since 1963 was vice president of RCA Electronic Components and Devices. In July of this year he was appointed to corporate staff. Surviving are his wife, Beatrice, one daughter and grandson.

Martin A. Olson, 52, who retired last summer as promotion and merchandising manager for WDSM-TV Duluth, Minn.-Superior, Wis., died in his home Nov. 23. He is survived by his wife, Helen.

Lillian (Pat) Roper, 63, program director of WGBF Evansville, Ind., died Nov. 18 of lung cancer at Deaconess hospital, that city. Mrs. Roper began her radio career in 1929 as studio organist for WGBF. At time of death she also was assistant secretary and treasurer of radio station WGBF Inc., company owning station.

Art Lochner, 37, sports director at WXEX-TV Richmond, Va., died in automobile accident in Fredericksburg, Va., Nov. 27.

William Edward Ellis, 39, president of Goodwin-Ellis Advertising Ltd., Vancouver, B.C., died Nov. 23 of heart attack while flying between Calgary and Toronto. Prior to buying majority interest in firm in 1958, he had been with McConnell Eastman & Co. Ltd., Vancouver.

Jones Hawley, 49, VP at Eisaman, Johns & Laws Advertising, Los Angeles, died Nov. 22 after prolonged illness. Mr. Hawley had previously been account executive with BBDO and with Hal Stebbins Inc.

Donn Wood (Donald Tuckwood), 36, VP and production manager of KGMB-TV Honolulu, died Nov. 21 of an apparent heart attack. Mr. Wood was formerly with KTVK Phoenix.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 24 through Dec. 1 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC

Kansas City, Mo.—Pershing Television Corp. Granted CP for new TV on UHF channel 54 (710-716 mc); ERP 54.1 kw vis., 13.5 kw aur. Ant. height above average terrain 480 ft., above ground 506 ft. P.O. address 530 Fifth Avenue, New York. Estimated construction cost $268,200; first year operating cost $260,000; revenue $300,000. Geographic coordinates 39° 06′ 12″ north lat., 94° 34′ 57″ west long. Studio and trans. locations both Kansas City. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineers Raymond E. Rohrer & Associates, both Washington. Principal: **Richard E. Bailey** (100%). Mr. Bailey has 95% interest in Sports Network Inc. Action Nov. 17.

NOTICE

■ NOTICE IS HERBY GIVEN that, in order to be entitled to comparative consideration, any application for construction permit for new television broadcast station to operate on channel 21, Birmingham, Ala., must be substantially complete and tendered for filing no later than close of business Jan. 24, 1966. Adopted by commission on Nov. 24. Commissioners Hyde and Bartley absent.

APPLICATIONS

Owensboro, Ky.—Daviess All Channel Cable-Vision Inc. UHF channel 31 (572-578 mc); ERP 781 kw vis., 156 kw aur. Ant. height above average terrain 555 ft., above ground 548 ft. P.O. address: 414 Masonic Building, Owensboro 42301. Estimated construction cost $450,880; first year operating cost $218,040; revenue $171,650. Studio and trans. locations both Owensboro. Geographic coordinates 37° 46′ 48″ north lat., 87° 10′ 28″ west long. Legal counsel Wilner and Bergson, consulting engineers John H. Mullaney & Associates. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Principals: **T. J. Bartlett, Wyndall Smith** (each 49.9%), **William W. Wilson** (0.2%). Mr. Bartlett has ownership in farm, farm supply company, asphalt company, poster service, Gulf Oil Co. distribution agency. Mr. Smith is supermarket and shopping center investor; Mr. Wilson is law partner. Ann. Nov. 24.

Jamestown, N. Y.—Trend Radio Inc. UHF channel 48 (674-680 mc); ERP 186 kw vis., 37.2 kw aur. Ant. height above average terrain 636 ft., above ground 541 ft. P.O. address c/o Lowell W. Paxson, 415 West 4th Street, Jamestown, N.Y. 14701. Estimated construction cost $305,334; first year operating cost $263,516; revenue $270,000. Ant. and trans. locations both near Jamestown. Geographic coordinates 42°03′22″ north lat., 79°16′43″ west long. Type trans. GE TT-25A type ant. GE TY-25E. Legal counsel Alk and Lubic, consulting engineer Willis C. Beecher. Principals: Lowell W. Paxon (62%), Jean L. Paxon (25.5%), Burton O. Waterman (12.5%). Trend Radio is licensee of WKSN-AM-FM Jamestown. Ann. Nov. 26.

Toledo, Ohio—Rust Craft Broadcasting Co. UHF channel 54 (710-715 mc); ERP 706 kw vis., 70.6 kw aur. Ant. height above average terrain 1000 ft., above ground 1,023 ft. P.O. address c/o Fred Weber, 320 Market St., Steubenville, Ohio 43953. Estimated construction cost $781,000; first year operating cost $300,000; revenue incorporated into Rust Craft general income. Studio and trans. locations both Oregon, Ohio. Geographic coordinates 41°40′20″ north lat. 83°25′36″ west long. Type trans. GE TT59A. type ant. GE TY25E. Legal counsel Reed Miller, consulting engineer Willis C. Beecher, both Washington. Principals: Rust Craft Broadcasting is owned by **Rust Craft Greeting Cards**, Dedham, Mass., and is licensee of WSTV(AM-FM-TV) Steubenville, Ohio; WBOY(AM-TV) Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; and holds interest in WVUE(TV) New Orleans. In addition Rust Craft Greeting Cards holds interest in WPIT(AM-FM) Pittsburgh; WSOL Tampa, Fla., and WRDW-TV Augusta, Ga. Ann. Nov. 26.

Knoxville, Tenn.—Olympic Broadcasting Co. UHF channel 14 (470-476 mc); ERP 324 kw vis., 6.67 kw aur. Ant. height above average terrain 964 ft., above ground 700 ft. P.O. address c/o Frank E. Barnett, Valley Fidelity Bank Building, Knoxville 37902. Estimated construction cost $1,600,000; first year operating cost $350,000; revenue not listed. Studio and trans. locations both Knoxville. Geographic coordinates 36°00′21″ north lat., 83°56′20″ west long. Type ant.

RCA TFU-46K; type trans. RCA TTU-30A. Legal counsel McKenna and Wilkinson, consulting engineers Kear and Kennedy, both Washington. Principals: Walters & Prater Inc. (33⅓%), Stearns Coal & Lumber Co., Glenn O. Kidd (each 16.67%), Howard H. Baker Jr. (10%) and eight others. Ann. Nov. 30.

*Richmond, Va.—Central Virginia Educational Televsion Corp. UHF channel 41 (632-638 mc); ERP 682.3 kw vis., 136.46 kw aur. Ant. height above average terrain 780 ft., above ground 695 ft. P.O. address c/o B. W. Spiller, 1904 Old Farm Road, Richmond, Va. 23225. Estimated construction cost $448,000; first year operating cost $85,000; operating funds available $104,000. Studio and trans. locations both in Chesterfield County. Geographic coordinates 37°30'46.6" north lat., 77°36'06.6" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Legal counsel Fisher, Wayland, Duvall & Southmayd; Washington. Consulting engineers Godley and Co., Upper Montclair, N.J. Principals: administered as nonprofit station by Central Virginia Educational Television Corp. Board of Trustees. Ann. Nov. 24.

New AM stations

ACTIONS BY FCC

Vernon, Ala.—Lamar County Broadcasting Co. Granted CP for new AM on 1380 kc. 1 kw, D. P.O. address Box 308, Guin, Ala. Estimated construction cost $12,773; first year operating cost $16,800; revenue $19,000. Principals: H. D. Thompson, Minnie Thompson, Olvie E. Sisk and Ivous T. Sisk (each 25%). Mr. Sisk is chief engineer at WCRI Scottsdale, Ala. Action Nov. 24.

Mason, Mich.—M. W. Wirth. Granted CP for new AM on 1110 kc, 250 w, U. P.O. address 703 State Street, Howell, Mich. Estimated construction cost $14,535; first year operating cost $42,500; revenue $48,000. Mr. Wirth is 10% stockholder, director and technical advisor to WOAP Owosso, Mich. Granted, on condition of Wirth resigning directorship of WOAP. Ann. Nov. 24.

APPLICATIONS

Lemmon, S.D.—Lemmon Broadcasting Co. Seeks mod. of AM application to increase daytime power from 250 w to 1 kw. Ann. Nov. 26.

Kingwood, W. Va.—Presraco Inc. 1560 kc, 1 kw (250 w CH), D. P.O. address Box 577, Kingwood 26537. Estimated construction cost $29,000; first year operating cost $42,500; revenue $60,000. Principals: James C. Crane, Helen L. Crane, James T. Daily Jr. (each 33⅓%). Mr. Crane is president of telephone and electric power company in Masontown, W.Va. Mr. Daily is law partner in Kingwood. Ann. Nov. 26.

Existing AM stations

APPLICATIONS

WFNC Fayetteville, N.C.—Cape Fear Broadcasting Co. Seeks CP to increase daytime power from 10 kw to 50 kw, change from DA-N to DA-2, install new trans., make changes in ant. system. Ann. Nov. 26.

KTIL Tillamook, Ore.—Beaver Broadcasting System Inc. Seeks CP to increase power from 1 kw to 5 kw; install new trans. Ann. Nov. 26.

Waco, Tex.—Baylor University. Seeks mod. of CP authorizing non-commercial educational broadcast station to change frequency from 91.5 mc, channel 218 to 89.9 mc, channel 210; decrease ERP from 3.8 kw to 0.87 kw and TPO from 1 kw to 0.25 kw; change type trans. Ann. Nov. 26.

New FM stations

ACTIONS BY FCC

Jonesboro, Ark.—Radio Jonesboro Inc. granted CP for new FM on 107.9 mc, channel 300. 36 kw. Ant. height above average terrain 215 ft. P.O. address Radio Station KNEA, Jonesboro. Estimated construction cost $23,805; first year operating cost $12,000; revenue $15,000. Principals: Julian James (27.4%), H. J. Parker (18.9%), Harold Crall (15.5%), Merritt Crall (12.9%) and others. Radio Jonesboro is licensee of KNEA Jonesboro. Action Nov. 29.

Pacific Grove, Calif.—Johnston Broadcasting Co. granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain minus 134 ft. P.O. address Box 767, Monterey, Calif. Estimated construction cost $11,365; first year operating cost $3,600; estimated revenue not listed. Principals: Stoddard P. Johnston, Galyn C. Hammond and others. Johnston Broadcasting owns KMBY Monterey. Action Nov. 29.

Rocky Ford, Colo.—Rocky Ford Investment Corp. granted CP for new FM on 95.9 mc, channel 240, 2.4 kw. Ant. height above average terrain 96 ft. P. O. address Box 30. Estimated construction cost $11,000; first year operating cost $6,000; revenue $7,000. Applicant is licensee of KAVI Rocky Ford. Action Nov. 24.

Dundee, Ill.—James C. French. granted CP for new FM on 103.9 mc. channel 280A, 3 kw. Ant. height above average terrain 300 ft. P.O. address Route 2, Box 478, Dundee, Ill. Estimated construction cost $13,152; first year operating cost $36,000; revenue $40,000. Principal: James C. French. Mr. French is owner of two-way radio equipment sales and service store. Requests former facilities of WELG(FM). Action Nov. 29.

Creston, Iowa—Southwest Iowa Broadcasting Co. granted CP for new FM on 101.7 mc, channel 269, 2.99 kw. Ant. height above average terrain 252 ft. P. O. address c/o KSIB. Estimated construction cost $14,301; first year operating cost $15,000; revenue $16,500. Southwest Iowa is licensee of KSIB Creston. Action Nov. 24.

Dodge City, Kan.—Dodge City Broadcasting Co. granted CP for new FM on 95.5 mc, channel 238, 25 kw. Ant. height above average terrain 165 ft. P.O. address 705-707 Second Ave., Dodge City. Estimated construction cost $23,500; first year operating cost $4,800; revenue $4,800. Principals: Martha Muncy (24.5%), Jess C. Denious (24.1%) and Juliet Denious (51.4%). Dodge City Broadcasting is licensee of KGNO Dodge City. Above stockholders are also sole stockholders of Globe Publishing Co., Dodge City. Action Nov. 29.

Emporia, Kan. — Bluestem Broadcasting Inc. granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 298.5 ft. P.O. address Box 369, Emporia 66801. Estimated construction cost $20,600; first year operating cost $3,060; revenue $5,500. Principals: Edward J. McKernan Jr. (90%) and Edward J. McKernan III (10%). Applicant is licensee of KVOE Emporia. Action Nov. 29.

Lake Charles, La.—Victor Radio Inc. granted CP for new FM on 96.1 mc, channel 241, 35.33 kw. Ant. height above average terrain 218 ft. P. O. address Box 324, Lake Charles. Estimated construction cost $23,465; first year operating cost $18,000; revenue $24,000. Principal: Victor Muscat (100%). Mr. Muscat is also applicant for new TV on UHF channel 29 in Lake Charles, and channel 16 in Little Rock, Ark. Victor Radio owns KMYO Little Rock and KIKS Sulphur, La. Action Nov. 24.

Ruston, La. — Ruston Broadcasting Co. granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 213 ft. P.O. address Box 1039, Ruston. Estimated construction cost $19,947; first year operating cost $12,000; revenue $12,000. Principal: Clarence E. Faulk Jr. (100%). Mr. Faulk owns KRUS Ruston. Action Nov. 24.

Johnstown, N. Y. — Schoharie County Broadcasting Corp. granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 143 ft. P.O. address Box 545, Johnstown. Estimated construction cost $16,017; first year operating cost $10,000; revenue $12,000. Principals: August J., Louis F. and Emil F. Galasso (each 33⅓%). Schoharie Broadcasting owns WIZR Johnstown. Action Nov. 24.

Bridgeton, N. C.—V.W.B. Inc. granted CP for new FM on 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 250 ft. P.O. address Box 148, Farmville, N. C. Estimated construction cost $15,036; first year operating cost $1,000; revenue $1,000 both above operations of AM facility. Principals: Carl V. Venters Jr., Lawrence Behr and others. V.W.B. Inc. is applicant for new AM in Bridgeton. Action Nov. 29.

Clinton, N. C.—A. G. Williams, George T. Williams, John B. Williams Jr. and J. L. Austin d/b as WRRZ Radio Co. granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 839, Clinton. Estimated construction cost $19,530; first year operating cost $8,000; revenue $2,500. Principals: A. G. Williams, George T. Williams, John B. Williams Jr. and J. L. Austin (each 25%). Applicant is licensee of WRRZ Clinton. G. T. Williams and J. B. Williams Jr. are attorneys. Action Nov. 29.

Bismark, N. D.—Meyer Broadcasting Co. granted CP for new FM on 92.9 mc, channel 225, 26.79 kw. Ant. height above average terrain 607 ft. P.O. address 200½ Fourth Street, Bismarck. Estimated construction cost $24,211; first year operating cost $15,000; revenue $12,500. Principals: Marietta M. Ekberg (99.2%) and William A. Ekberg (0.8%). Meyer Broadcasting owns KFYR Bismarck. Action Nov. 24.

Kingstree, S. C.—Santee Broadcasting Inc. granted CP for new FM on 100.1 mc, channel 261, 3 kw. Ant. height above average terrain 203 ft. P.O. address Box 393, Kingstree. Estimated construction cost $15,978; first year operating cost and revenue not listed. Principals: Basil Ward, William H. Fox, R. C. Fennell, J. B. Clarkson, Cornelius G. Bass Sr., William E. Jenkinson, Isadore E. Goldstein, John C. Flager and Gary C. Meares (each 11⅑%). Santee Broadcasting owns WDKD Kingstree. Principals also have non-broadcast business interests in Kingstree and vicinity. Action Nov. 24.

*Ogdon, Utah—Webster State College, Granted CP for new FM on 88.1 mc. channel 201. 10 w. P.O. address c/o Benjamin M. Noid, chairman, Dept. of Speech. 3750 Harrison Blvd., Ogden. Estimated construction cost $4,999; first year operating cost $1,200; revenue derived from budget for department of speech. Principals: Board of Trustees of Webster State College. Action Nov. 24.

Platteville, Wis. — Southwest Wisconsin Inc. Granted CP for new FM on 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 220 ft. P.O. address c/o John F. Monroe Jr., 735 North Water St., Milwaukee 53202. Estimated construction cost $15,450; first year operating cost $3,000; revenue $3,000. Principals: John F. Monroe Jr. (25%), Mary E. M. Schmitz (25%), Margaret M. Zunick (25%), Robert J. Bodden (15%) and Miriam B. Monroe (10%). Southwest Wisconsin is licensee of WSWW Platteville. Mr. Monroe, Miss Zunick and Miss Schmitz own 31.25% and Mrs. Monroe owns 6.25% of WMIR Lake Geneva, Wis. Action Nov. 29.

Sturgeon Bay, Wis.—Door County Broadcasting Inc. Granted CP for new FM on 95.9 mc. channel 240, 3 kw. Ant. height above average terrain 300 ft. P.O. address 15th and Utah Streets. Sturgeon Bay. Estimated construction cost $15,022; first year operating cost $8,000; revenue $8,500. Principals: Edward Allen (52%). Dr. H. D. Grota (13%), Frank H. Kellner (12%), Verner Felhofer

(10%) and others. Door County Broadcasting owns WDOR Sturgeon Bay. Action Nov. 24.

APPLICATIONS

Baton Rouge—Sound Dimensions Inc. Seeks amendment of application for new FM on 103.3 mc, channel 277, 100 kw. To read: 98.1 mc, channel 251. Ann. Nov. 26.

Rochester, Minn.—North Central Video Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 267 ft. Estimated construction cost $28,935; first year operating cost $20,000; revenue $24,000. Principals: Joseph C. Poire (22%), Richard Plunkett (19.5%),Vincent T. Hallett (11%), James R. Doyle (10%), Harold A. Wente, Francis J. O'Brien, Robert J. Waswe, Robert J. Lundin, Conrad W. Baars, Edward J. Foster, Harry F. Burich (each 5%), Catherine M. Poire (2.5%). North Central is licensee of WELY Ely and KWEB Rochester, both Minn. Ann. Nov. 26.

Aiken, S.C.—Soundcasting Inc. Seeks amendment to application for new FM on 99.3 mc, channel 257, ERP 1.46 kw. To read: 95.9 mc, channel 240. Ann. Nov. 26.

Elizabethton, Tenn.—Holston Broadcasting Corp. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain: minus 79 ft. P.O. address c/o J. H. Lewis, Box 429, 604½ E. Elk Avenue, Elizabethton 37643. Estimated construction cost $18,447; first year operating cost $5,000; revenue $15,000. Principals: C.M. Taylor (45%), J. H. Lewis (38.5%), Fred P. Davis (13.75%), Roy C. Nelson (2.75%). Holston Broadcasting owns WIDD Elizabethton. Ann. Nov. 26.

Fond Du Lac, Wis.—KFIZ Broadcasting Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 240.5 ft. P.O. address c/o Emery W. Martin, 18 W. First Street, Fond Du Lac 54936. Estimated construction cost $28,970; first year operating cost $15,000; revenue $15,000. Principals: Louie A. Lange trustee under will of A. H. Lange (36.2%), Louie A. Lange individually (23.6%), Emery W. Martin & Roland A. Martin executors under will of Mrs. Agnes Martin (17.7%), Emery W. Martin, Roland A. Martin individually (each 9.5%). Company is licensee of KFIZ Fond Du Lac. Ann. Nov. 26.

Existing FM stations

APPLICATION

WCNW-FM Hamilton, Ohio—Walter L. Follmer Inc. Seeks mod. of license to change station location from Hamilton, Ohio, to Fairfield, Ohio. Ann. Nov. 24.

Ownership changes

ACTIONS BY FCC

KJAY Sacramento, Calif.—Granted transfer of control from Robert W. and Eleanor Dumm (60.2% before, none after), John R. Dumm (24.8% before, none after), Janet Dumm Jenkins (15% before, none after) to Jack L. Powell and Alyce M. Powell (each 50%). Consideration $150,000. Granted Nov. 26.

KVRE Santa Rosa, Calif.—Granted assignment of license from Santa Rosa Broadcasting Co., to KVRE Inc., owned by Edward LaFrance (49%); William Harry Colclough (49%); Mrs. Janis Ava LaFrance (1%), and Mrs. Carolyn F. Colclough (1%). Consideration $90,000 plus $12,000 for non-competition agreement. Mr. LaFrance is employe of KXIV Phoenix; Mr. Colclough is in USAF; Mrs. LaFrance is employe of insurance firm, and Mrs. Colclough is teacher. Action Nov. 22.

KHOM(FM) Turlock, Calif.—Granted assignment of license from Charles Bakke to Sierra-Pacific Radio Corp., owned by Ronald L. LaForce, John J. Markovich (each 37.5%) and Gary D. Suggs (25%). Mr. La Force is law partner; Mr. Markovich is investor in truck and trailer sales and leasing companies; Mr. Suggs is program director of KXIV Phoenix. Consideration $44,000. Granted Nov. 22.

WVOH Hazlehurst, Ga.—Granted transfer of control of licensee corporation, Jeff Davis Broadcasters Inc., from F. K. Graham and Collins Corp. of Ga. (together 51% before, nothing after) to John Hulett, Wimley Waters (each 24.5% before, 37.5% after) and L. R. Ursrey Sr. (none before, 25% after). Principals have no other broadcast interests at present. Consideration $12,240. Action Nov. 24.

WMRI Marion, Ind.—Granted transfer of control of licensee corporation, WMRI Inc., from Joseph Chema (100% before, none after), to Ralph Marcuccilli, Thomas Marcuccilli, Enrico Frank Bove, Anthony J. Bove, Guy F. Bove, Robert L. Wright and Glenn W. Ross (each 10% after); Frank Haas (15%) after); and others. Consideration $100,000. Mr. Haas is manager of WMRI Marion; Mr. E. F. Bove is chief engineer at AFRS New York; other principals have nonbroadcast interests. Action Nov. 24.

WETT Ocean City, Md.—Granted assignment of license from Ocean City Broadcasting Corp., owned by Baltimore Business Investment Co. (48%), Victor Frenkil (11%), Hubert R. O'Connor Jr. (9%) and others, to Public Service Enterprises Inc., owned by Morton S. Hayes and Leonard F. Grazier (each 50%). Mr. Hayes is general manager of WETT and Mr. Grazier has 1% interest in WETT prior to assignment. Consideration $40,500 to Baltimore Business for equipment. Action Nov. 24.

WJUD St. Johns Mich.—Granted assignment of license from Clinton County Broadcasting Inc. to Ditmer Broadcasting Co. owned by Robert D. Ditmer (98%), Beverly J. Ditmer (1.8%) and Arthur A. Wainwright Jr. (0.2%). Mr. and Mrs. Ditmer and Mr. Wainwright are on staff of WHGR and WJGS (FM), both Houghton Lake, Mich. Consideration $82,500. Action Nov. 24.

KBXM Kennett, Mo.—Granted assignment of license from Hazel V. Miller, administratrix of estate of William L. Miller tr/as Bootheel Broadcasting Co. to Hazel V. Miller individually and as guardian for Larry Don Miller, her son, tr/as Bootheel Broadcasting Co. No financial consideration. Action Nov. 24.

WPGF Burgaw, N.C.—Granted acquisition of positive control of licensee corporation, Pender Broadcasting Co., by William M. Baker and Thos. J. Baker as a family group, (William M. Baker now holds 33⅓%), through purchase of stock by Thos. J. Baker (none before, 33⅓% after) from O. B. Hall (33⅓% before, none after.) Consideration $10,000. Action Nov. 24.

APPLICATIONS

WJHO Opelika, Ala—Seeks assignment of license from Yetta G. Samford Jr., C. S. Shealy, Thomas D. Samford III individually and as agent for William Samford and Aileen M. Samford, Miles Ferguson and John E. Smollon db/as Opelika-Auburn Broadcasting Co. to Yetta G. Samford Jr., Lurline Shealy executrix of estate of C. S. Shealy deceased, Thomas D. Samford III individually and as agent for William Samford and Aileen Samford, Miles Ferguson and John E. Smollon db/as Opelika-Auburn Broadcasting Co. Ann. Nov. 26.

KAMO Rogers, Ark—Seeks acquisition of control of licensee corporation, KAMO Inc., by Leon McAuliffe (49% before, 99% after) through purchase of stock from Mike Gary (50% before, 1% after). Consideration not given. Ann. Nov. 26.

KTXL(TV) Sacramento, Calif.—Seeks assignment of CP from Charles L. Bowman, Foster A. Bullock, Jack F. Matranga and Irving J. Schwartz db/as Camellia City Telecasters to Camellia City Telecasters Inc. Assignment is to allow convenience of corporate organization. No change of ownership and no financial consideration. Ann. Nov. 30.

WUWU Gainesville, Fla—Seeks assignment of license from Leon E. Mims to WUWU Radio Inc. Transfer is for tax purposes only, involves no other parties of any financial consideration. Mr. Mims is sole owner of WUWU. Ann. Nov. 26.

KMVT(TV) Twin Falls, Idaho—Seeks transfer of negative control of licensee corporation, KLIX Corp., from Paramor Corp. (50 %before, none after) to A. L. Glassmann et al. Transfer is result of dissolution of Paramor Corp. and distribution of its assets to its stockholders. Ann. Nov. 30.

WLDS-AM-FM Jacksonville, Ill.—Seeks acquisition of positive control of Jacksonville Journal Courier Co. (parent corporation of licensee corporation, Jacksonville Radio and Television Broadcasting Corp.) by W. A. Fay (30.6% before, 58.88% after) through redemption of stock from Walton Family Group consisting of Helen W. Hackett, Ruth W. Curtis, William E. Walton (each 16.3% before, none after). Consideration $278,893 for stocks which will be retired to corporation. Ann. Nov. 26.

KANE New Iberia, La.—Seeks acquisition of positive control of licensee corporation, New Iberia Broadcasting Co., by George H. Thomas (50% before, 60% after) through purchase of stock from James J. Davidson Jr. (30% before, 20% after). Consideration $9,518 to be consumated through exchange of securities. Ann. Nov. 26.

WTUP Tupelo, Miss.—Seeks assignment of license from E. O. Roden and W. I. Dave db/as Lee Broadcasting Co. to Lee Broadcasting Corp., owned by Messrs Roden (48%), Dove (32%), and T. L. Estess (20%). Consideration $125,000. Ann. Nov. 30.

KRTN Raton, N. M.—Seeks acquisition of positive control of licensee corporation, Raton Broadcasting Co., by James T. Roper (20% before, 100% after) through purchase of stock from Jay W. Howe (80% before, none after). Consideration $40,000. Stock purchase will be in form of redemption agreement thus retiring 80% of outstanding shares. Ann. Nov. 26.

WYDD(FM) New Kensington, Pa.—Seeks assignment of license from Gateway Broadcasting Enterprises Inc. to Milton James Hammond. Mr. Hammond owns Hammond Newspapers, Millvale, Pa., and has been officer and stockholder of three broadcast stations over past twenty years. Consideration $15,000. Ann. Nov. 30.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of International Panorama TV Inc. for new TV to operate on channel 40 in Fontana, Calif. Action Nov. 29.

■ Hearing examiner Arthur A. Gladstone issued initial decision looking toward granting application of Associated Television Corp. for new TV to operate on channel 29 in St. Paul, Minn., and denying application by Deil O. Gustafson, tr/as Capitol City Television Co., for like UHF station in same city. Examiner conditioned grantee to, prior to licensing, submitting acceptable data for type-acceptance of proposed transmitter. Action Nov. 24.

OTHER ACTIONS

■ Boise Valley Broadcasters Inc., Ketchum, Sun Valley and Hailey, Idaho—Granted CP for new VHF TV translator station on channel 4 to rebroadcast programs of its station KBOI-TV (channel 2), Boise, subject to outcome of proceedings in Doc. 15971. Action Dec. 1.

■ KLIX Corp., Ketchum and Sun Valley, Idaho—Waived Sec. 74.732(e)(1) of rules and granted CP for new VHF TV translator station on channel 13 to rebroadcast programs of its station KMVT (channel 11), Twin Falls, subject to outcome of proceedings in Doc. 15971. Commissioner Bartley dissented. Action Dec. 1.

■ Commission waived Sec. 73.651(c) of rules and granted authority to San Mateo Junior College District, licensee of noncommercial educational TV station KCSM-TV San Mateo, Calif., for period of one year to accompany its visual transmission of slides with aural transmission of music during scheduled breaks in its in-school programing schedule. Action Dec. 1.

■ By memorandum opinion and order, commission (1), on its own motion, set aside its Aug. 2 grant of application of Nemco Broadcasting Corp. to assign construction permit of FM station WPGH Pittsburgh, Pa., to Gateway Broadcasting Enterprises Inc. (WKPA and WYDD[FM], New Kensington), with conditions, and (2) dismissed as moot petition by WKJF Inc. (WKJF-FM), Pittsburgh, for reconsideration of Aug. 2 grant. Gateway, if it desires to pursue assignment application, may advise whether it would construct and operate WPGH in Pittsburgh in accordance with CP should it develop that its modification proposal to operate station from New Kensington could not be granted. Commissioner Loevinger dissented. Action Dec. 1.

■ By memorandum opinion and order, commission denied petition by Midwest Program for Airborne Television Instruction Inc. for reconsideration of June 30 report and order which denied MPATI's request for regular airborne operation to provide educational programing of six channels in upper UHF television broadcast band. Commissioner Cox issued dissenting statement which will appear on covering document.

June 30 report permitted experimental airborne operations by MPATI to continue on channels 72 and 76 for five years, and stated that commission would entertain application for regular operation on six channels in 2500-2690 mc band allocated to instructional television fixed service. Action Dec. 1.

■ In proceeding on application of United Broadcasting Co. for renewal of license of WOOK Washington, D. C., and Bowie Broadcasting Corp. for new AM in Bowie, Md., in Doc. 15795, 16119, review board granted petition by WOOK to extend time to file its reply to comment by Broadcast Bureau and opposition of Bowie to its

PROFESSIONAL CARDS

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 2

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,018	22	78	383
FM	1,391	26	200	243
TV-VHF	472[1]	21	20	154[2]
TV-UHF	93[1]	17	76	......

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 2

	VHF	UHF	Total
Commercial	513[3]	186	699[1]
Noncommercial	66	62	128

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,013	1,379	564[1]
CP's on air (new stations)	26	29	37
CP's not on air (new stations)	71	191	94
Total authorized stations	4,110	1,599	695
Applications for new stations (not in hearing)	298	202	89
Applications for new stations (in hearing)	66	43	56
Total applications for new stations	364	245	145
Applications for major changes (not in hearing)	210	52	15
Applications for major changes (in hearing)	36	1	14
Total applications for major changes	246	53	29
Licenses deleted	3	1	0
CP's deleted	0	1	0

[1] Includes two licensed VHF stations and one licensed UHF station off the air.
[2] Breakdown on UHF and VHF applications not available.
[3] Includes three noncommercial stations operating on commercial channels.

petition to enlarge issues, to 15 days after action by board on joint request for approval of agreement and dismissal of Bowie application. Member Nelson not participating. Action Dec. 1.

■ By memorandum opinion and order review board denied petition by Reunion Broadcasting Corp. to enlarge issues as to Eastern Long Island Broadcasters Inc. in proceeding on their applications for new FM's in East Hampton and Sag Harbor, N. Y., respectively. Action Dec. 1.

■ Review board granted motion by Broadcast Bureau and continued Dec. 14 oral argument to Jan. 20, 1966 in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, Tex., respectively. Action Nov. 30.

■ By memorandum opinion and order in proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis, Minn., in Doc. 15841-3, review board denied petitions by WCCO-TV and Twin City Area Educational Television Corp. for review of examiner's Oct. 5 action concerning continuance of hearing. Member Nelson not participating. Action Nov. 29.

■ Review board granted petition by James B. Childress to extend time to Dec. 3 to file reply brief to exceptions and brief in support of exceptions to initial decision in proceeding on his application for new AM in Burnsville, N. C. Action Nov. 29.

■ Commission gives notice that Oct. 6 initial decision which looked toward denying for failure to prosecute application of Abraham Rosenstock, tr/as Jefferson Radio Co., for license to cover construction permit of new station (KABE) in Westwego, La., on 1540 kc, 500 w, became effective Nov. 26 pursuant to Sec. 1.276 of rules. Action Nov. 29.

■ New South Broadcasting Corp., Meridian, Miss.—Commission designated for hearing application for new FM station to operate on channel 246 (97.1 mc) ERP 40.3 kw; ant. height 186 ft. Issues are to determine extent to which duopoly considerations may preclude future expansion of commonly owned station WNSL-FM Laurel, Miss., and proposed facility, and whether latter represents efficient use of channel within meaning of Sec. 307(b) of Communications Act. Commissioner Lee dissented. Action Nov. 24.

■ Dickinson Radio Association, Williston, N. D.—Commission granted CP for new VHF TV translator station on channel 11 with 100 w power to rebroadcast programs of its station KDIX-TV (channel 2), Dickinson; conditioned that it translator station operates in area within predicted Grade A contour of any TV station in operation, or which subsequently comes into operation, on such station's request translator station must not duplicate simultaneously, or 15 days prior or subsequent thereto, program broadcast by such TV station, and also subject to outcome of CATV proceedings in Doc. 15971. Commissioner Loevinger dissented to imposition of condition. Action Nov. 24.

■ By memorandum opinion and order, commission granted petition by Birmingham Television Corp., permittee of TV station WBMG on channel 42, Birmingham, Ala., to extent of accepting for filing its application for modification of CP to specify operation on channel 21, which was assigned Birmingham in fourth report and order in Doc. 14229.

(Separate commission action set aside Aug. 27 initial decision and returned to processing line application of Chapman Radio and Television Co. for new TV on channel 21 in Homewood, Ala.)

At same time, commission adopted public notice affording all interested parties opportunity to file competing applications for channel 21 in Birmingham, and specifying "cut-off" date within which substantially complete applications may be tendered for filing. Action Nov. 24.

■ By letter, commission granted waiver of Sec. 1.569 of rules and accepted for filing application of Glenkaren Associates Inc. to change frequency of WGKA Atlanta from 1600 kc to 1190 kc, continued operation with 1 kw, D. Commissioner Cox not participating. Action Nov. 24.

■ By letter, commission denied request by Breckinridge County Broadcasting Co. for waiver of Sec. 1.569 of rules and returned as unacceptable its application for new AM to operate on 1170 kc, 250 w, D, in Hardinsburg, Ky. Commissioner Lee abstained from voting. Action Nov. 24.

■ By letter, commis[illegible]anted request by Sanilac Broadcas[illegible] Sec. 73.37 of rules and [illegible] its application for new [illegible] 1560 kc, 1 kw, DA, D, in [illegible] and placed application in [illegible] in normal course. Action [illegible]

■ By memorandum opini[illegible] proceeding on applications [illegible] Broadcasting Co. and W[illegible] Broadcasting Co. for new [illegible] chester, Ky., in Doc. 1606[illegible] granted petition by latter t[illegible] larging issues to determin[illegible] whether John E. White or any other [illegible]ner in Clay County Broadcasting, at any time after public notice was given of filing of conflicting application, solicited Governor Edward T. Breathitt of Ky., or Father Walter O'Donnell to make ex parte presentation to commission in behalf of their application; and (2) whether Clay County possesses requisite character qualifications to be licensee of commission. Member Nelson dissented and issued statement in which Member Kessler joined. Action Nov. 24.

Routine roundup

ACTIONS ON MOTIONS

By Commission

■ Commission on Nov. 23 granted request by WMEN Inc. to extend time from Nov. 22 to Nov. 29 to file comments and extended time from Dec. 7 to Dec. 17 for replies in matter of rulemaking on proposal to amend FM table of assignments by adding channel 281 to Tallahassee, Fla.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Denied petition by Potomac Valley TV Co. to change place of evidentiary hearing from Cumberland, Md., to Washington, D. C., in proceeding on applications of Tri-State Television Translators Inc. for new TV's in Cumberland. Action Nov. 24.

■ Designated Examiner David I. Kraushaar to preside at hearings in proceeding on application of Radio Marshall Inc. for new FM in Marshall, Tex.; scheduled prehearing conference for Dec. 17 and hearing for Jan. 13, 1966. Action Nov. 22.

By Hearing Examiner Basil P. Cooper

■ Granted motion by WHOO Radio Inc. (WHOO), Orlando, Fla., to continue date for filing proposed findings from Nov. 29 to Dec. 6 and from Dec. 15 to Dec. 22 for replies in proceeding on its AM application. Action Nov. 23.

By Hearing Examiner Thomas H. Donahue

■ Upon oral request by Broadcast Bureau and with consent of all other participants, extended time from Dec. 6 to Dec. 16 to file proposed findings in proceeding on applications of Television San Francisco and Jall Broadcasting Co. for new TV's to operate on channel 26 in San Francisco. Action Nov. 24.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., granted request by Broadcast Bureau and scheduled oral argument for Dec. 10 on (1) Mid-Ocean reply to bureau's opposition to its petition for leave to amend, and (2) Mid-Ocean's petition for acceptance of its reply. Action Nov. 29.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of WMGS Inc. for renewal of license of AM station WMGS, Bowling Green, Ohio, and Ohio Radio Inc. for new AM in that city, granted request by WMGS Inc. to reschedule Dec. 15 prehearing conference for Dec. 20. Action Nov. 26.

By Hearing Examiner Forest L. McClenning

■ Scheduled hearing conference in lieu of hearing for Nov. 29 and further hearing for Dec. 6 in Costa Mesa-Newport Beach, Calif., proceeding in Doc. 15752 et al. Action Nov. 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to certain agreements reached and rulings made at Nov. 30 hearing conference in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago, scheduled oral argument for Dec. 6

relative to certain proposed exhibits and to scope of presently designated issues, continued dates for exchange of exhibits from Dec. 8 to Dec. 15, for hearing on admissibility of e... exhibits from Dec. 22, ... and for further hearing, ...ses shall be examined, from ... 18, 1966. Action Nov. 30.

...xaminer Sol Schildhause

...City-Reno-Las Vegas, Nev.,- ...Idaho, consolidated AM pro... ...c. 16109-15, granted petition by ...unications Corp. (KPTL), Car... ...extent of dismissing, but with ... application (Action Nov. 29); ...petition by Albert John Wil...k Reeder, d/b as Radio Nevada, Las V... ...or leave to amend its application to show that certain jointly-held assets relied upon by Williams are available to him for purposes of application. Action Nov. 30.

By Hearing Examiner Herbert Sharfman

■ Upon oral request of Broadcast Bureau and Southern Radio and Television Co., rescheduled Nov. 29 prehearing conference from 10:00 a.m. to 2:00 p.m., same date, in proceeding on latter's application for new AM in Lehigh Acres, Fla. Action Nov. 24.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Smiles of Virignia Inc. and Petersburg Broadcasting Co. for new FM's in Petersburg, Va., granted petition by Smiles of Virginia Inc. to continue Nov. 26 prehearing conference to Dec. 7. Action Nov. 24.

BROADCAST ACTIONS
by Broadcast Bureau

Action of Nov. 29

WRLM(FM) Taunton, Mass.—Waived sec. 73.210a(2) of rules and granted mod. of CP to change studio location and operate trans. by remote control, both from Raynham; change type trans. and type ant.; and increase ERP to 14 kw.

Actions of Nov. 26

KMPL Sikeston, Mo.—Granted CP to replace expired permit for new AM.

WQXR-FM New York, N. Y.—Granted CP to use old main trans. as auxiliary trans. at main ant.-trans. site; remote control permitted.

WBKV-FM West Bend, Wis.—Granted CP to increase ERP to 35 kw; conditions.

***WCWP Brookville, N. Y.**—Granted CP to install new composite trans.; new horizontal and vertical ant.; and to increase ERP to 100 w; conditions.

■ Granted renewal of licenses of following California main stations and co-pending auxiliaries: KATA Arcata; KGEE Bakersfield; KGEE-FM and SCA, Bakersfield; KPLY Crescent City; KRKC King City; KSMA Santa Maria; KSMA-FM and SCA, Santa Maria; KSOL San Francisco; KSRF (FM) and SCA, Santa Monica; KSON San Diego; KTIM San Rafael; KTIM-FM San Rafael; KUZZ Bakersfield; KIFM(FM) Bakersfield; KPAT-FM Berkeley; KSBW-FM and SCA, Salinas; KSEA(FM) San Diego.

Windom Area Television Inc., Windom, Minn.—Granted CP for new UHF TV translator station on channel 76 to rebroadcast programs of WTCN-TV (channel 11), Minneapolis.

Liberty Television Inc., Mercer Lake, Ore.—Granted CP for new VHF TV translator station on channel 5 to rebroadcast programs of KEZI-TV (channel 9), Eugene.

Actions of Nov. 24

WSFM(FM) Birmingham, Ala.—Granted CP to change ant.-trans. and studio location, install new ant., and decrease ant. height to 140 ft.

WLTA-FM Atlanta—Granted CP to increase ERP to 20 kw.

KDES-FM Palm Springs, Calif.—Granted CP to change ant.-trans. location, delete remote control, increase ant. height to minus 600 ft., and make engineering changes; conditions.

WMFM(FM) Madison, Wis.—Granted CP to increase ERP to 50 kw.

WBBB-FM Burlington-Graham, N. C.—Granted CP to operate by remote control, install new trans., increase ERP to 28.5 kw, and ant. height to 490 ft.

WFMH-FM Cullman, Ala.—Granted CP to change ant.-trans. location, install new ant., decrease ERP to 4 kw, and increase ant. height to 330 ft.; remote control permitted; conditions.

KIBH Seward, Alaska—Granted license covering change of frequency, increase in power, change in ant. system, trans. and studio location, and installation of new trans.

KFNE(FM) Big Spring, Tex.—Granted license covering change of studio and remote control location, installation of new trans. and ant., increase of ERP to 1.8 kw and ant. height to 300 ft.

KNXR(FM) Rochester, Minn.—Waived sec. 73.210 of rules to permit main studio to be located 1.1 miles north of Rochester; remote control permitted from same location.

KOWH-FM Omaha, Neb.—Granted mod. of CP to decrease length and change type of transmission line.

WJML(FM) Petoskey, Mich.—Granted extension of completion date to Dec. 23.

WRKT-FM Cocoa Beach, Fla.—Approved engineering technical data submitted, pursuant to commission's Sept. 8 report and order in Doc. 15911, showing operation on channel 281 (104.1 mc).

WPMP-FM Pascagoula, Miss.—Approved engineering technical data submitted, pursuant to commission's Oct. 6 report and order in Doc. 16153, to show operation on channel 256 (99.1 mc).

■ Granted licenses for following new VHF TV translator stations: K10FC Phillips County T.V. Assn. Inc., Dodson and Wagner, Mont.; K11GX Phillips County T.V. Assn. Inc., Wynott, Whitewater, Lovejoy, and Loring, Mont.; and K09FR, K11CD, Zuni Tribe TV, Zuni Pueblo, N. M.

■ Granted renewal of licenses of following California main stations and co-pending auxiliaries: KAIL(TV) Fresno; KCRA-TV Sacramento; KFMB-TV San Diego; KHSL-TV Chico; KIEM-TV Eureka; KJEO(TV) Fresno; KMJ-TV Fresno; KOGO-TV San Diego; KOVR(TV) Stockton; KPIX(TV) San Francisco; KRON-TV San Francisco; KVIQ-TV Eureka; KXTV(TV) Sacramento; *KCET(TV) Los Angeles; *KTEH(TV) San Jose; *KVCR-TV San Bernardino; *KVIE (TV) Sacramento; KABC-TV Los Angeles; KGO-TV San Francisco; KNBC(TV) Los Angeles; KBAK-TV Bakersfield; KERO-TV Bakersfield; KFRE-TV Fresno; KLYD-TV Bakersfield; KRCR-TV Redding; KTLA (TV) Los Angeles; KTVU(TV) Oakland; *KQED(TV) San Francisco; KNXT(TV) Los Angeles.

WIST Charlotte, N. C.—Granted request and cancelled license covering operation of trans. as auxiliary trans.

KVOD Albuquerque, N. M.—Granted change of remote control authority.

Monterey County Superintendent of Schools, San Ardo, Bradley and Hollister, Calif.—Granted CPs for new UHF TV translator stations on channels 74 and 80 to rebroadcast programs of *KQED (channel 9), San Francisco.

■ Granted CPs for following new VHF TV translator stations: San Juan County, Monticello and Blanding, Utah, on channel 2 to rebroadcast programs of *KUED (channel 7) Salt Lake City; and Lake Wenatchee T. V. Inc., Plain and Lake Wenatchee Area, Wash., on channel 8 to rebroadcast programs of KHQ-TV (channel 6), Spokane.

■ Following stations were granted extensions of completion dates as shown: WDCA-TV Washington, D. C., to May 29, 1966; and *WNYE-TV New York, to May 29, 1966.

Actions of Nov. 23

WSNE, Sawnee Broadcasting Co., Cumming, Ga., and WLBA, Hall County Broadcasting Co., Gainesville, Ga.—Designated for consolidated hearing application to change frequency of WSNE from 1410 kc to 1130 kc, continued operation with 1 kw, D, but non-DA, and to change facilities of WLBA from 1580 kc, 5 kw (1 kw-CH), D, to 1130 kc, 10 kw (1 kw-CH), D.

KOZY Grand Rapids, Minn.—Granted CP to increase daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; remote control permitted; conditions.

KNUZ-TV Houston—Granted mod. of CP to change name to Houston Television Co.

WAGM-TV Presque Isle, Me.—Granted license covering installation of auxiliary trans. at main trans. and ant. site.

KLPR-TV Oklahoma City—Granted extension of completion date to May 23, 1966.

***WEDU(TV) Tampa Fla.**—Granted CP to change ERP to 100 kw vis., 12.6 kw aur.; change trans. location to Boyette Rd., Riverview, Fla.; change type trans.; change type ant.; increase ant. height to 930 ft.; change ant. structure; and install identical auxiliary main vis. amplifier.

■ Granted licenses for following VHF TV translator stations: K12FD Winnett Community TV System Tax District #1, Winnett, Mont.; K06BK Rocky Point TV Club, Rocky Point-New Haven, Wyo.; K07GN Rawlins Free TV Assn., Rawlins, Wyo.; K06DX Hillsboro T.V. Assn. Hillsboro, N. M.; K11GQ La Pine T.V. Corp., Lower Deschutes River Subdivision, La Pine, and Upper Deschutes River Subdivision, Ore.; K02DV I.V.T.V., Inc., O'Brien, Ore.; W09AJ Republic Township, Republic, Mich.; W11AM, Reeves Broadcasting Corp., Charleston, W. Va.; and W04AL Capital Cities Broadcasting Corp., Bennington and North Bennington, Vt.

***WEDU(TV) Tampa, Fla.**—Granted CP to CP to change ERP to 603 kw vis., 120 kw aur.; change type trans.; and change type ant. and ant. structure.

Actions of Nov. 22

KPTV Portland, Ore.—Granted license covering changes in TV stations (main trans. and ant.; auxiliary trans. and ant.).

WNAC Boston—Granted license covering installation of new auxiliary trans.

WKY-TV Oklahoma City—Granted license covering changes in TV station (main trans. and ant.).

KUPK-TV Garden City, Kan.—Granted license for TV; specify main studio location as 8 miles NW of Copeland (same as trans.).

WRFY-FM Reading, Pa.—Granted CP to increase ERP to 15 kw, ant. height to 540 ft., install new trans., change ant system (increase height), and change type ant.; remote control permitted.

■ Granted renewal of license to following stations: KHOM-FM Turlock, Calif.; KBUH Brigham City, Utah; KLUR(FM) Wichita Falls, Tex.; KTSL Burnet, Tex.; and KONE Reno, Nev.

■ Granted CPs for following new FM's: Eastern Wisconsin Broadcasting Corp., Manitowoc, Wis., channel 221 (92.1 mc), ERP 3 kw, ant. height 165 ft., condition; Queen City Broadcasting Co., Del Rio, Tex., channel 232 (94.3 mc), ERP 3 kw, ant. height 68 ft., condition; William V. Whetstone Jr., Bamberg, S. C., channel 224 (92.7 mc), ERP 3 kw, ant. height 270 ft., condition; Russell County Broadcasters, Jamestown, Ky., channel 276 (103.1 mc), ERP 3 kw, ant. height 135 ft.; Kessler Mountain Broadcasting Co., Fayetteville, Ark., channel 280 (103.9 mc), ERP 800 w, ant. height 510 ft.; Greylock Broadcasting Co., Pittsfield, Mass., channel 269 (101.7 mc), ERP

(Continued on page 88)

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

North Platte, Neb.—Nebraska Educational Television Commission; $219,819 to establish new station on channel 9, North Platte. Total project cost $439,637.

Alliance Neb.—Nebraska Educational Television Commission; $187,851 to help activate station on channel 13, Alliance. Total project cost $508,358.

Tacoma, Wash.—Clover Park School District #400; $85,677 to expand and improve facilities of channel 56, Tacoma. Total project cost $114,236.

Norfolk, Va.—Hampton Roads Educational Television Association; $26,306 to improve facilities of *WHRO-TV (channel 15) Norfolk. Total project cost $35,075.

■ Following applications for funds have been accepted for filing by Department of Health, Education and Welfare:

Lexington, Tenn.—Tennessee State Board of Education; for establishment of station on channel 11, Lexington. Total project cost $456,676.

Tampa, Fla.—Florida West Coast Educational Television Inc.; for new station on channel 3, Tampa. Total project cost $499,066.

Newark, N. J.—Educational Broadcasting Corp., New York; to expand operation of facilities of channel 13, Newark. Total project cost $986,395.

Boston—WGBH Educational Foundation; to expand operation of facilities of channel 2, Boston. Total project cost $103,301.

Wilmington, Del.—WHYY Inc., Philadelphia; to expand operation of facilities of channel 12, Wilmington. Total project cost $869,854.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum • HELP WANTED 30¢ per word—$2.00 minimum.
- DISPLAY ads $25.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space.* (26 X rate—$22.50, 52 X rate—$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager-sales manager, midwest non metropolitan market. Opportunity unlimited with expanding group. Successful employment and credit record essential. Box L-80, BROADASTING.

Man to program and sell AM & FM in one of the top 4 markets in U. S. Send full details to Box M-12, BROADCASTING.

Major market chain operation—best facility in excellent radio market. Opportunity for right man with proven record of management experience. Should earn $30,000-$40,000 per year with salary and bonus arrangement. Also stock option. Send complete resume and recent photograph to Box M-36, BROADCASTING.

Top notch sales-station manager for excellent major Michigan market. Expanding, prestige four station group. Young, agressive self-starter. Thorough experience local selling in strongly competitive market. Married, stable. Base salary open. Substantial override on results offers unlimited opportunity. January start if preferrable. Full resume (complete please), photo to Box M-69, BROADCASTING.

Are you the right experienced working-manager to produce outstanding results including responsibility all sales for 5 kw Oregon coast daytimer? Reliable; mature; confidential nature; proven record required. Send qualifications; salary requirements; proposals to KRAF, Reedsport, Oregon. No telephone calls.

Aggressive manager needed for one of the larger New York State markets. Sales, and administrative experience with a popular music station. Excellent opportunity for growth in a broadcasting group. Send resume, and letter to Box B-1979, 125 W. 41st, N. Y. 36.

Sales

Aggressive, skilled and experienced radio time sales man, top notch customer list and presentation story. 50 kw quality music station in top 5 maj. market. You must have had tested & proven career in broadcast sales. Syndication experience helpful. Send resume, picture, references. Box L-195, BROADCASTING.

Needed immediately a well qualified sales manager. Excellent base, plus strong incentive. Midwest network, full timer. Box L-295, BROADCASTING.

Aggressive, experienced salesman for New York surburban area station. You must have proven track record. Salary, excellent commission, company benefits. Complete resume required. Write Box L-299, BROADCASTING.

Unlimited opportunity for aggressive experienced salesman in two-station midwest market of 150,000. Call 815-727-5176 or send resume. Box L-307, BROADCASTING.

Salesman with management potential. Well-capitalized adult station rich northeast market. Owner of high repute. Work with pros and plenty of dollars. Build billing rapidly and advance to area or station mgt. Top draw. Write fully, inc. billing history to President, Box M-5, BROADCASTING.

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to $30,000. Box M-29, BROADCASTING.

Sales—(Cont'd)

Recent college graduate. Good voice—limited air work. No sales experience, but enthusiastic interest in sales necessary. Excellent future with fast growing 10 kw station in southern metropolitan market. Box M-31, BROADCASTING.

Tremendous opportunity for sales manager or salesman on the way to the top with Washington D. C.'s fastest growing station. WAVA all news radio. Man selected will be General Manager's right hand man. Must really enjoy sales and sales organizations. Call or write John Burgreen, WAVA, 1901 Ft. Meyer Dr., Arlington, Va. JAckson 2-1115.

Wanted immediately, account executive experienced in small market sales, for permanent position with a growing AM-FM operation on the south Florida gold coast. Guarantee, against commissions, take over some active billing. Must have proven record, and be family man, with ability to advance into sales management. Write P.O. Drawer WSBR, Boca Raton, Florida or phone area 305-395-7401, R. R. Allen, General Manager.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

Help Wanted—Announcers

Leading station in Western Michigan is seeking experienced announcer-dj—strong on music & news. Good pay, fringe benefits. Opportunity for TV coml's. Send tape, photo & resume to Box L-169, BROADCASTING.

Wanted: Announcer-salesman to help overburdened station manager in small market station in New Hampshire. No kids, please. Send tape, resume and salary desired to Box L-232, BROADCASTING.

There will soon be an opening for an afternoon drivetime personality in medium size midwest market. We are top rated in this market of over 300,000. Our requirements: Bright, clever, humourous, fast moving type air work and ability to become a member of a team effort. Send complete resume and tape to Box L-257, BROADCASTING.

DJ with first phone wanted for central New York evening show. Good working conditions. Box L-314, BROADCASTING.

Top 40 dj for fast moving, promotion minded station in New England. Resume, tape and photo. Box L-325, BROADCASTING.

Personality deejay for mid-western market of 35,000. Some experience necessary. No floaters. Good working conditions. Starting salary: $90. Send tape and resume to Box L-326, BROADCASTING. Tapes will be returned.

Announcing job lost its challenge with the years? Tired of waiting for the boss to hand you a raise? Make the income you desire with solid as Gibraltar successful block program net-news power radio station in southwest cosmopolitan city. Two such men making middle five figures several years. This can be your opportunity to be in business for yourself. Combine professional announcing experience with a creative show of your own and selling. Base for show and commission on sales. Tell us how you would do it in writing and on tape. All applications considered in utmost confidence. Box M-1, BROADCASTING.

Experienced announcer-newsman for New Jersey independent. Salary commensurate with ability. Send tape and resume to Box M-2, BROADCASTING.

Wanted: C&W disc jockeys with top 40 pace and production. First class ticket preferred. FM in Houston. Box M-4, BROADCASTING.

Announcers—(cont'd)

Can you please listeners without low comedy, sound effects, voice effects and trite statements? Are you reasonably well informed? Do you agree the average listener's mental age is above twelve? Do you have a pleasant, sincere "sound?" If the answer is "yes" and you want to associate yourself with one of the finest good music stations in the nation (in Arizona) send tape of music introductions, informal talk and ad lib commercials to Box M-9, BROADCASTING.

Midwest single market middle road music, news, and sports station needs announcers. Personal interview required. Box M-17, BROADCASTING.

Entertainer with first phone wanted for one of New England's moving stations. Swinging adult approach for top 40 format. Salary open. Send tape, picture and resume to Box M-22, BROADCASTING.

Wanted—Negro dj's. Immediate opening for 2 experienced Negro dj's. Must be smart & professional. Jan. 1 station changing to 100% Negro. Metro market 180,000, Negro market 50,000 plus in the Carolinas. Send tape & background information 1st letter. Box M-24, BROADCASTING.

Top 40 personality. Mid-America. Numerous benefits. Immediate. Box M-34, BROADCASTING.

Immediate opening for experienced staff announcer. Family man with minimum 10 years experience. Salary commensurate with ability. Send resume and tape. Box M-35, BROADCASTING.

Mid-road entertainer 5-9 a.m. Great Lakes area. Some TV possible. Box M-42, BROADCASTING.

Pop music station needs versatile announcer —Pennsylvania—good working conditions—salary open. Send tape. Box M-43, BROADCASTING.

Like top 40? Midwest 24-hour station needs lively swinger . . . Now! Box M-48, BROADCASTING.

Wanted! Top flight dj. Must be professional and humorous. Medium to large market experience. Middle-of-road approach. Good opportunity for right man in rapidly growing Florida market. Box M-57, BROADCASTING.

Wanted: Announcer who can write and produce spots. Position with highly successful midwest FM stereo awaits the person who can qualify. You must be able to do more than talk on the radio. We need an announcer/producer who would enjoy working in a metropolitan midwest FM stereo station that beats some of the city's AM stations in ratings. We have the best equipment. We're part of a successful group of radio & TV properties. We are professionals. If you are, apply. Box M-62, BROADCASTING.

Opening soon. Experienced announcer for morning shift at adult formated station. No screamers. CBS affiliate, located in northern California. Send resume, picture and audtition tape to: KINS Radio, P.O. Box O, Eureka, California. No phone calls.

Personality morning man. Top station in one of S. W. top markets wants great personality for morning show. Must be good. Top pay and best of benefits. Pop and good music format. Write for details and send tape immediately to station manager. KORK, Thunderbird Hotel, Las Vegas, Nevada.

TELEVISION—Help Wanted

Announcers

MAJOR MARKET

TV Station expecting a staff shortage because of labor dispute is seeking temporary ANNOUNCERS, RADIO PERSONALITIES, NEWSMEN. Send tapes and resumes immediately to **Box L-355, Broadcasting.**

Help Wanted—Technical

Television/Field Broadcast Engineers

1st phone, transmitter operation, installation and maintenance experience required. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

News

NEWSMAN

Large Eastern market station needs TV Newswriter. . . . Must have Broadcast Experience.

Box M-20, Broadcasting

Production—Programing, Others

TV Station looking

for personable Meterologist to handle TV Weather Show. . . . Must have TV experience.

Box M-21, Broadcasting

TELEVISION

Situations Wanted

Management

CATV Executive

Seeking position with expanding multi-system company. Complete charge at Director of Operations/Development level. Qualifications: CPA; 5 years with major CATV companies (system evaluation, acquisition, franchising, construction, financing, centralized control, EDP, subscriber promotion. Age 35; will travel. Box M-47, Broadcasting.

EMPLOYMENT SERVICE

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EMPLOYMENT SERVICE

Continued

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Exclusive growth market fulltimer. 1 kw day—250 night. Showing good profit. $85,000.00—terms. Full details to financially qualified buyer. No Brokers.

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SAN JUAN RADIO STATION

5,000 watt fulltime facility in booming San Juan, one of the best radio markets under the U. S. flag. 1.5 million in service area. $750,000.00 with 29% down. First time offered. Principals only. Financial references required. Box 6F, RFD 2, Rio Piedras, Puerto Rico. 725-6430 (business hours), 766-3832 (evenings).

CALIFORNIA—Fine 1 kw AM and FM. Both with excellent frequencies and located in one of the State's finest cities. Available for $35,000 down — full price $135,000. Qualified purchasers only please.

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

Ala.	Small	daytime	$ 65M	terms
N. Y.	Suburban	AM & FM	650M	terms
S.E.	Metro	power	300M	29%
N.E.	Metro	TV-UHF	1MM	250M
M.W.	Major	daytime	583M	cash

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ISSUE DATE(s)__________

☐ TF (until forbid)

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☐ **Situations Wanted**— 25¢ per word—$2.00 minimum (PAYMENTS IN ADVANCE)

☐ **Help Wanted**—30¢ per word—$2.00 minimum

☐ **Display ads** $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.
☐ 1" ☐ 2" ☐ 3" ☐ 4" 5" or over Billed at R.O.B. rate.

☐ **All other classifications** 35¢ per word—$4.00 minimum

Attach ad copy to classified form
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment ☐ stations

WANTED TO BUY
☐ stations
☐ equipment

ADDITIONAL CATEGORIES
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COMPANY__________

ADDRESS__________

Remittance enclosed $ 12-6-65

(*Continued from page* 81)

3 kw, ant. height 120 ft., remote control permitted; Willis R. Harpel, Anchorage. Alaska, channel 280 (103.9 mc). ERP 2.8 kw. ant. height 54 ft., condition, remote control permitted; Community Service Broadcasters, Plymouth, Ind., channel 232 (94.3 mc), ERP 3 kw, ant. height 220 ft., conditions; Queen City Broadcasting Co., Meridan, Miss., channel 267 (101.3) mc), ERP 28.5 kw, ant. height 105 ft., condition, remote control permitted; and U. of R. Broadcasting Corp., Rochester, N. Y., channel 211 (90.1 mc), 10 watts (non-commerical educational).

■ Following stations were granted extensions of completion dates as shown: WJZZ Bridgeport, Conn., to May 22, 1966; WDLB-FM Marshfield, Wis., to Mar. 1, 1966; and WHNB-TV New Britain, Conn., to May 22, 1966.

Sweetwater Television Co., Superior, Wyo. —Granted CP for new VHF TV translator station on channel 12 to rebroadcast programs of KTWO-TV (channel 2), Casper.

WIOO Carlisle, Pa.—Set aside Nov. 10 action for new AM license and reinstated program test authority pending receipt of amendment to license application.

Action of Nov. 17

Spokane Television Inc., Spokane, Wash. —Granted CP for new VHF TV translator station on channel 13 to rebroadcast programs of its station KXLY-TV (channel 4), Spokane.

Rulemakings

WAIVED

■ Commission waived Sec. 1.534(b) of rules and accepted for filing and granted application of Metropolitan School District of Wayne Township, Marion county, Ind., to change facilities of noncommercial educational FM station WBDG, Indianapolis. Replaces expired permit. Action Dec. 1.

DENIED

■ By memorandum opinion and order, commission denied petition by Plymouth Rock Broadcasting Co. for waiver of Sec. 73.21(b) of rules (5 kw ceiling on class III channels), and returned its tendered application to increase daytime power of station WPLM Plymouth, Mass., from 5 kw to 10 kw, continued operation on 1390 kc with 5 kw-N, DA-2. Action Dec. 1.

PROPOSED

■ Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of channel assignments as follows (numerals are channel numbers): Assign 240A to Quincy, Calif.; same to Glen Falls, N. Y.; 237A to McKinney, Tex.; 232A to Gilroy, Calif.; 224A to Harriman, Tenn.; 272A to St. Ignace, Mich., and 269A to Cape May, N. J.; add 261A to Panama City, Fla., and 288A to Stillwater, Okla., and delete 293 from St. Louis and assign it to Granite City, Ill. Also, on commission's own motion, delete 247 from Wichita Falls, Tex., and substitute 237A for 232A at Centerville, Iowa. Action Dec. 1.

PETITIONS FOR RULEMAKING FILED

WHTN-FM Huntington, Tenn. — Reeves Broadcasting Corp. Requests amendment of table of assignments as follows: delete channel 274 from Logan, W. Va., and add to Charlestown, W. Va. Ann. Nov. 29.

WEAU-FM Eau Claire, Wis.—Post Broadcasting Corp. Request amendment of FM table of assignments as follows: add channel 283 to Eau Claire; delete 285A and add 221A to Menomonie, Wis. Ann. Nov. 29.

Fines

■ Commission notified KCOP Television Inc., licensee of KCOP-TV Los Angeles, that it has incurred apparent liability of $1,000 for failure to file copies of time brokerage contracts with commission within time specified by Sec. 1.613 of rules. Licensee has 30 days to pay or contest forfeiture. Action Dec. 1.

■ Commission notified KADY Inc. that it has incurred apparent liability of $500 for violation of Sec. 17.25 of rules by failing to maintain tower lighting of its AM station KADY, St. Louis. Station has been silent since February last. Action Dec. 1.

■ By memorandum opinion and order, commission ordered Glen Harmon Corp. to forfeit $350 for violations of Communications Act and commission sponsorship identification rules by permitting broadcasts of "teaser" announcements over its AM station KALO, Little Rock, Ark., without identifying sponsor. This action was taken after consideration of licensee's reply to July 21 notice of apparent liability for that sum. Action Dec. 1.

■ Commission granted request by Carl E. Williams to set aside notice of apparent liability of $1,000 issued to him on March 10 for effecting transfer of control of FM station KMWC, Midwest City, Okla., without applying for or obtaining commission consent. Station has since been deleted. Commissioner Bartley not participating. Action Dec. 1.

New call letters requested

Hartsville, Tenn.—Hartsville Broadcasting Corp. Requests WKSM.

Telford, Pa.—United Educational Broadcasters Inc. Requests WBMR.

Oconto, Wis.—Robert Henry Koeller. Requests WOCO.

North East, Pa.—James D. Brownyard. Requests WHIP.

KVIM New Iberia, La.—Techeland Broadcasting Inc. Requests KNIR.

Black Mountain, N. C.—Swannanoa Valley Broadcasting Co. Requests WBMS.

Allendale, S. C.—All-Fair Broadcasting Co. Requests WDOG.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Dec. 1. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

■ **Antioch, Calif.**—Delta Tele-Vue, Dubin, Calif., has been granted a franchise. Under the agreement the firm would charge a $7.50 installation fee. Televents, Martinez, Calif., also holds a franchise for the city.

■ **Lake City, Fla.**—Community Television, Lake City, Fla., has been granted a franchise. Principals are Bob Dobelstein and Alex Stevens.

Loves Park, Ill. — Reliance Cable TV Inc. has applied for a franchise. The company would pay the city 2% of the gross receipts for the first year, increasing the percentage in 5 years to 4%. The installation fee would be $9.95 with a $4.95 monthly rate. Loves Park CATV Inc. (Harley Swanson, president) and Rockford Community Television Inc. (Vernon A. Nolte, president) also have applied for franchises.

■ **Charlestown, Ind.**—Indiana Cablevision Inc., a subsidiary of Cablevsision Inc. of Bowling Green, Ky., has been granted a franchise. The installation fee will be $25 with a $4.50 monthly use charge. The city will receive 2% of the gross income.

■ **Jeffersonville, Ind.**—Community Telegeption Inc. of Indianapolis (Murray J. Feiwell, vice president) has applied for a franchise. The company has six other franchises in Indiana—Plainfield, Mooresville, Mishawaka, Elkhart, Edinburgh and New Castle. The installation fee would be $14.90 for the first set and $5 for each additional set with a monthly service charge of $4.90 for the first set and 90 cents for each additional set. The city would receive a $300 initial franchise fee and a minimum of 3% of the gross income on a semi-annual basis for the first 5 years and 4½% thereafter. Kentucky Cable Television Co., a Bruce Merrill company (Gary Becker, representative) and Southern Indiana Cablevision Inc. (Keith Reising) have also applied for franchises.

Hoisington, Kan.—Hoisington Cable TV Inc. has applied for a franchise. Principals are George Bennett, Ray Smith, Alvin Schneider and Lewis I. Tindall. Cobb and Associates, Great Bend, Kan., is also an applicant.

Belchertown, Mass.—Pioneer Valley Cablevision Inc. (group owner), Greenfield, Mass., has applied for a franchise.

■ **Webster, Mass.**—Gemini Communication Co., Webster, Mass., has been granted a franchise. Other applicants were Pioneer Valley Television Co. and Howard Falke and Alfred Verdone, Both Webster.

Menominee, Mich.—Midwest Community Antenna Television System has applied for a franchise.

Springfield, Minn.—Western Telephone Co., Paul Glaeser owner, has applied for a franchise.

McCook, Neb.—Multi-Vue TV Inc., McCook, Neb., has applied for a franchise. The firm would charge no more than $6.95 monthly service rate or more than $25 installation fee. Tom and Melville Gleason, York, Neb.; Meredith-Avco Co. and Multi-Pix Inc., Ogallala, Neb. also have applied for a franchise.

■ **Pennsville, N. J.**—Tri-County Cable Television Co., a subsidiary of Sunbeam Publishing Co., Salem, N. J., has been granted a franchise. Under the agreement the firm will pay the city 5% of annual gross receipts, such amount to be not less than $1500 annually. The company will also pay a yearly $500 license fee. The firm will charge a $15 installation fee and a $4.95 monthly service rate. Prior applicants were Telesystems Inc., Glenside, Pa., and Garden State Television Corp., Bridgeton, N. J.

■ **Pleasantville, N. J.**—Garden State TV Cable Co. has been granted a franchise. Alpine Cable TV Inc. holds a franchise in that city.

Minetto, N. Y.—Unicable Inc. of Utica, N. Y., (Richard Condee, president) a subsidiary of ITT, has applied for a franchise. The company already has a franchise in Oswego, N. Y.

Schuylerville, N. Y.—Martin Karig, Glens Falls, N. Y., has applied for a franchise.

Ashtabula, Ohio—Great Lakes Broadcasting Co. of Lorain and Video-Rama Inc. of Cleveland have applied for franchises. Ashtabula Cable TV Inc. (N. R. Dredding, president), already holds a franchise, but has not been able to reach agreement with the Ashtabula Telephone Co.

Marion, Ohio — Booth American Co. of Detroit has applied for a franchise. Two other companies, Marion CATV Inc. of Marion and Marion Cablevision Inc. of Bellefontaine, both Ohio, have also applied for franchises.

■ **Apollo, Pa.** — GT&E Communications Corp., a subsidiary of General Telephone and Electronics Corp., New York, represented by William Heston, has been granted a 10-year franchise. The company also holds a franchise in North Apollo, Pa.

■ **Norristown, Pa.**—Norristown Distributions Systems, represented by John D. Wolsky, has been granted a franchise. The installation fee will be $7.50 with a monthly rental fee of $3.85 to $4.85. The company has offered the city 6% of its gross revenue or $2,000.

■ **Madison, S. D.**—Community TV Inc. (Merrill Hunter, president), has been granted a nonexclusive franchise. Mid-Continent Broadcasting Co., Sioux Falls, S. D., had been an applicant.

Bowie, Tex.—Carter Cable Service, a division of *Fort Worth Star-Telegram*, has applied for a franchise. The firm would charge a $4.95 monthly service rate and a $9.95 installation fee.

■ **Mercedes, Tex.**—Three firms have been granted 20-year franchises. Southwest CATV, Valley Microwave Transmission and Alice Cable Television have agreed to pay the city $1,000 annually or 4% of the gross revenues, whichever is greater. (corrected item)

Pearsall, Tex.—Winter Garden Translator System Inc., Crystal City, Tex., has applied for a franchise. Under the agreement the approximate cost would be $15.95 for installation and $4.95 for monthly service.

■ **Weslaco, Tex.**—Two firms have been granted franchises. They are Southwest CATV (group owner), Houston, and Valley Microwave Transmission.

Providing the news for AP members

WEEK'S PROFILE

BOB Eunson always has wanted to work in New York. He reached his goal after three wars and 24 years of service with the Associated Press in such locales as Phoenix, San Francisco, the South Pacific, Germany, Brussels, Paris, Korea and Tokyo.

"I've been in and out of New York many times," he recounted recently. "In 1949 I was here temporarily before being assigned to Tokyo for my first tour there. But now I'm looking forward to a long stay."

With scant notice, Mr. Eunson was summoned to AP's headquarters in Rockefeller Center from Tokyo last August to become assistant general manager in charge of relations and services in the broadcast field. He was chosen to succeed Louis J. Kramp, who died in July.

Fortunately Mr. Eunson finds packing a suitcase and traveling no trouble. He became accustomed to the pace during his 16 years of foreign assignments with AP. His new post promises little relief.

"In the three months I've been on the job here in New York," he commented, "I've been away about 60% of the time, visiting station members and attending various conventions."

Mr. Eunson, a medium-sized man with a friendly, down-to-earth personality, concedes that his present assignment is different from those he has held in the past. But he contends that his current post "is just as challenging and, in its own way, just as exciting" as covering wars.

Near Thing ▪ In World War II he had a close brush with death at Arawe when Japanese guns fired at the landing craft carrying Mr. Eunson and others to the beach. Later he was assigned by AP to the European theater and was with the U.S. forces in their advance across Germany.

During the Korean War he supervised AP coverage there and wrote the bulletin announcing the signing of the armistice at Panmunjom. Recently, as Asian director, he had overall supervision of coverage of the fighting in Vietnam.

Advanced from Within ▪ The selection of Mr. Eunson (pronounced unson) for a top administrative post is in the AP tradition of advancing experienced and outstanding newsmen. He acquired and sharpened his adminstrative skills while serving for six years as bureau manager in San Francisco and as general executive in charge of Asian services for two years.

He is by no means a newcomer to the broadcast field. His duties in both San Francisco and Tokyo included contacts and negotiations with TV-radio station operators.

In his current post Mr. Eunson is in charge of both the membership and the news departments of AP in the broadcasting field in the U.S. The membership department, he noted, consists of 16 field men whose responsibility it is to add station clients and service existing ones.

"Already our broadcast membership tops that of our newspapers by more than 1,000," he remarked. "We have 2,750 TV-radio members in the U.S. and the number is growing constantly."

Robert Charles Eunson—asst. gen. mgr. AP relations and services in broadcasting; b. July 23, 1912, Butte, Mont.; A.B. in Education, Arizona State Teachers College, 1936; Doctor of Letters (honorary), Arizona State College, 1961; editor, 'Flagstaff (Ariz.) Journal' and 'Holbrook (Ariz.) Tribune-News,' 1936-41; AP correspondent, Phoenix, 1941-43; war correspondent, South Pacific and European theater, 1943-45; AP correspondent, Brussels, 1945-47; asst. bureau chief, Paris, 1947-1949; assigned to New York bureau, 1949-50; Tokyo bureau, 1950-51; chief of Tokyo bureau, 1951-56; chief of San Francisco bureau, 1956-63; gen. exec. in charge of Asian services, Tokyo, 1963-65; asst. gen. mgr. of AP relations and services in broadcast field, Aug. 1965; m. Katherine Rabogliatti of Globe, Ariz., 1935; children—Mrs. Jackson Rannels of Palo Alto, Calif.; Mrs. Richardson Morse of Carmel, Calif., and Lisa Kei, 11; member—Sigma Delta Chi; former pres., San Francisco Press Union League Club; former pres., Foreign Correspondents Press Club of Tokyo; Overseas Press Club, New York.

Stations are seeking delivery of news to them even more rapidly than the present fast pace, and AP hopes to meet this demand through improvements in sending equipment. Approximately 75,000 words a day are moved on the broadcast wire and AP aims to increase this output, Mr. Eunson stated.

"We're in the midst of a 'news explosion'," he observed. "The more news we are able to provide, the more news stations want, and more speedily.

"In meetings with state broadcaster groups and news associations, I've come away with the impression that our coverage of national and international events is well received. One area in which there is an opportunity to expand our service is in regional coverage. Stations have expressed strong interest in this type of news."

Broadcast News ▪ Though print-oriented for most of his career, Mr. Eunson believes that broadcast news "has come of age." He is impressed by the type and amount of news being originated by radio and television stations in the U.S. and cited this example:

"In 1965, our broadcast clients in Wisconsin will have contributed about 4,000 stories to our news reports. This is about one-half the amount contributed by our newspaper members, and it is an impressive figure."

Mr. Eunson said he is excited about the rapid advances in world communications. He reported that the largest newspaper in Tokyo, *Asahi*, has been experimenting with electronic transmission of its news pages to remote spots

"So far, it has had receivers only in office buildings and factories, since the cost is too high for transmission into homes," he continued. "I predict, however, that within the next decade the cost will be brought down to a level permitting newspapers everywhere to deliver their product into private homes through recording devices."

Though restricted by executive and administrative duties, Mr. Eunson hopes to keep his writing powder dry. He recently wrote the text of an illustrated book and a 10-minute film that AP is issuing on the Vietnam conflict.

"And next year I hope to come out with my fourth book, a novel with a Korean background," he added.

Mr. Eunson is the author of "Mig Alley," an account of the air war in Korea, and two novels: "The Pearl King," the story of Mikimoto who discovered how to make cultured pearls, and "Trial at Odawana," a fictionalized account of a U.S. serviceman tried for murder in Japan.

Mr. Eunson is an enthusiastic photographer, an activity he developed during the years he sent along illustrations with his AP dispatches.

Seasoning in the season

UNTIL recently this had been, by and large, a pretty ordinary television entertainment season. We're not very original in making that remark. Some of our best friends in the television business have made it.

But a number of the specials that have come in during the past few weeks have livened things up no end. No season can be said to have failed if it produces a Julie Andrews, a Cyril Ritchard and a Frank Sinatra doing the things they do best—all within a few days.

Taking the panic out of ratings

THE lead story in this publication's issue of last Sept. 13 reported:

"The 1965-66 race for television network supremacy gets under way this week with a new element among the most intent spectators in the grandstand—Wall Street . . . Analysts at leading Wall Street houses acknowledge that they will be watching the Arbitrons and Trendexes, and later the Nielsens, more intently than ever before."

For the sake of the television business we wish our story had turned out to be wrong, but it didn't. In no other season have the networks gone to greater lengths to trumpet their ratings victories or explain their ratings declines. When one calls all the newspapers with word that it is leading in the latest Nielsens, another calls the same papers to claim victory in the latest Arbitrons. Let still another survey give an edge to one, and the others counter before the next edition goes to press with a barrage of publicity about deficiencies in that survey's methodology. It is the noisiest season yet for rival ratings claims.

And it is all because, as one network executive admitted privately last week, the networks believe that the prices of their stock can fluctuate day to day in response to the latest rating information.

If it becomes accepted as a fact that stock prices rise and fall with Nielsen averages, the pressure on the networks to program exclusively for maximum audience appeal will become irresistible. No network president will risk depressing his gross-audience figures by scheduling shows of little or uncertain drawing power. The serious documentary or the untested entertainment form will turn into unbearable liabilities.

Circumstances didn't have to turn out this way. Wall Street would never have become so ratings conscious if the networks themselves in recent seasons had not reacted so violently to every squiggle on the ratings charts. Perhaps it is not too late to reverse the trend that now seems so alarming.

The networks started it and have given it momentum. It is up to them to stop it.

Ratings are essential tools. Networks and their advertisers must know the size and nature of the audiences they are attracting. The problem is, it seems to us, that too much external fuss is made in response to each new ratings report. When new figures come out every two weeks, as in the case of the national Nielsens, or oftener with national Arbitrons and Trendexes, and at every delivery of a new report the winners cry victory and the others alibi, the inevitable effect is to give each report a significance none of them deserves. Networks ought to wait a decent interval, until audience trends become meaningful, until averages mean something.

Other media long ago learned to sell on long-term averages instead of one-shot returns. Back in the days of circulation wars among newspapers, each day's newsstand sales were acclaimed by the paper with the biggest figures. Each day the pressure increased to sell more copies of the next edition. Headlines got bigger and more irresponsible. Circulation was put in the hands of thugs who hijacked rival trucks. Newspapers learned the hard way that it made more sense to average their circulation over periods of six months and sell that as a measurement of audience.

There would seem to be an example here for television. But only the networks themselves have the power—and ought to have the incentive—to put the release of audience figures on a schedule of more realistic frequency.

As long as they go on reacting publicly to each new rating report, they will persuade their investors, their advertisers and the general public that Nielsens have more meaning than any other index to success. We suggest they would do better to refer Wall Street to their P & L statements and advertisers to their record of audience attraction over longer periods than two weeks.

Rebuff in Montreux

LIKE it or not, the United States suffered a crushing defeat at the International Telecommunications Conference in Montreux, Switzerland, last month. Not a single American national is on the new executive roster of the governing body of the organization that controls international allocations. And not a single U. S. proposal for reorganization of the 100-year old International Telecommunications Union was adopted.

This blow to U. S. prestige was not accidental. As we reported last week (CLOSED CIRCUIT, Nov. 29) the Afro-Asian bloc joined with the Soviets and French in sweeping American nationals from the governing councils and in defeating major U. S. proposals. No recognition was given to U. S. leadership in world-wide telecommunications or to U. S. assistance to emerging nations.

Critical allocations for space-satellite communications are dependent upon ITU action. Russia and France only last week disclosed a joint venture into communications satellites, obviously to expedite direct-to-home TV transmissions to all of Europe of mutually beneficial propaganda.

Work needs to be done swiftly to insure our leadership status in global telecommunications and to thwart the proliferation of anti-American political propaganda.

Drawn for BROADCASTING by Sid Hix

"I'm your new paperboy . . . They made the old one a TV critic!"